

9,306

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXX.

NEW YORK, JANUARY 12, 1910.

No. 2.

UNIV. OF MO.

JAN 14 1910

GENERAL LIBRARY.



We advertise the fountain pen that
"drinks ink like a camel."

It has been suggested that a camel does
not drink ink—but this pen does.

Its sale has been much larger than its
inventor and manufacturers anticipated.
They say unequivocally this is due to ad-
vertising.

"If you could only show people what
you really DO for your clients," the adver-
tising manager recently said to us, "your
house would have all the advertising
business in America."

There's lots of it we wouldn't want.
But if you have a good, clean manufactur-
ing business, we might form a mutually
profitable alliance between our forty year's
experience and your possibilities.

New York

Philadelphia

Boston

Food is Uninteresting to a Full Man

With equal money to spend, the man with the increasing income is the manufacturer's best prospect.

In the first place, there is no buying impulse equal to a rising income.

And in the second place, each day brings new desires.

For ten years the income of the farmers of Wisconsin has steadily increased. They are

Hungry for Better Merchandise

They are buying cameras, automobiles, telephones, and a dozen and one luxuries once undreamed of.

They offer the manufacturer now an opportunity open only once in a decade—the opportunity to be first in a “coming field”—the opportunity to make their goods the standard of comparison among an increasingly prosperous class.

Remember, the only job old Adam ever did worth mentioning was to be first in his line. And it has kept him famous for something over six thousand years.

The Wisconsin Agriculturist Blankets the State

It goes into one out of every six homes. Wisconsin is the only state in the Union covered with newspaper thoroughness by a single medium.

Moreover, the Wisconsin Agriculturist goes to the farmer as a weekly letter from the editor. Its advertising carries the influence of the editor's personal endorsement.

These are a few reasons why the Wisconsin Agriculturist brings exceptional returns for every dollar invested. Ask us to show you what it is doing for other manufacturers and how little it costs to thoroughly cover the prosperous state of Wisconsin with

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher

Racine, Wisconsin

GEO. W. HERBERT,
Special Representative,
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, INC.
Eastern Representatives,
41 Park Row, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 20, 1892.

VOL. LXX.

NEW YORK, JANUARY 12, 1910.

No. 2.

THE FIGHT FOR PROTECTED PRICES.

THE ELABORATE DR. MILES' PLAN—HIS IMPORTANT SUIT IN SUPREME COURT—"PISO" HAS GIVEN UP ALL ATTEMPT AT PROTECTION—WHAT DEPARTMENT STORES AND JOBBERS TOLD DIOXOGEN IN A CUTTING WAR—HOW COLGATE'S ADVERTISING STRENGTH WITH CONSUMERS WON VICTORY IN BUFFALO.

A great many advertisers are watching with keen interest the progress of the Dr. Miles Medical Company case through the Supreme Court, soon to be decided. According to how this case is decided, many merchandising and advertising policies will be shaped or reshaped somewhat radically during the next few years.

Dr. Miles, almost alone in the drug field, is operating a system of price maintenance which is peculiarly determined and thorough. He sells his goods to jobbers on a plan perhaps never tried before, the legality of which is now the contention in the Supreme Court. Dr. Miles actually numbers his goods and compels an accounting from the Jobber of the names to whom every dozen is sold. His contract allows the jobber to sell only to the Miles' stated list of "agents"—these agents being the druggists who have signed a Miles contract to maintain price.

The point of legal contention does not center around this, however, so much as his unique plan of avoiding the legal prohibition against making price agreements with a third party; in other words, against contracting for price restrictions both with the jobber and the dealer. Dr. Miles' plan is not to sell direct to the jobber but use him ostensibly as a warehouse

office in selling direct to retailers. He does this by shipping goods practically on consignment to the jobber, payment to be made when the goods are sold. To offset the natural disinclination of jobbers to enter such a financial arrangement, he offers a cash-in-ten-days' discount, in addition to the jobbing discount, which makes it worth while for jobbers to enter into such a plan.

As may be imagined, the expense and trouble of maintaining merely the clerical staff necessary to furnish to jobbers revised lists of dealer-agents, and of checking up the numbered bottles and the reports made by jobbers of the purchases of the goods they have handled on this semi-consignment plan, is quite considerable, and makes an unwieldy addition to the sales organization. Nevertheless, Dr. Miles is thoroughly convinced that it pays, and is determined to get a review of the matter in the highest courts. The lower court has decided against him on the ground of evasion, as has been reported in PRINTERS' INK.

A peculiar thing has developed in the course of this litigation—the tendency of the courts to afford a great deal more protection to a patent than to a protected process.

If this Miles case results in defeat, it looks like a death knell to the efforts of those advertisers who deal through jobbers to hold dealers from cutting prices. It is a very simple matter for concerns which deal direct with dealers to maintain prices; it is the advertiser who deals through jobbers who has all the trouble. As a consequence, the tendency of manufacturers to deal direct with dealers has been growing more and more pronounced. Some concerns deal-

ing through jobbers and suffering from attendant cut-rate evils have gone into selling direct to retailers who will accept a quantity discount in return for price agreements. Jobbers are frankly told, when they complain, that special conditions demand such action.

A number of concerns, especially in the drug trade, have decided, after a trial of the price maintenance system through jobbers, that it is more trouble than it is worth. Such an advertiser is Piso, the well-known patent medicine. It has been declared by this concern that even if every legal obstacle were removed it would consider a system of price maintenance too much bother and expense for the results secured. At one time this concern had an elaborate price protection plan, which it has since abandoned. A greater number of others, however, are constantly endeavoring to work out some practical plan, whereby disorganized price cutting may be avoided.

One of the plans adopted by a considerable number of firms is the rebate plan. This rebate takes all sorts of forms—in most cases, the form of an extra case of goods as a bonus; but in some cases in the form of cold cash. A most interesting cash rebate scheme is being operated by the Sterling Remedy Co., sellers of "Cascarets," "No-To-Bac," and Dr. Hobbs' Asparagus Pills, which, when ordered in \$10 net lots, assorted to suit, in original packages, and on agreement to sell at full retail prices, are made subject to a spot cash rebate, with a five per cent jobber's quantity discount. The dealer is further encouraged to order such a quantity by a guaranteeing of sales. Cascarets say to the dealer: "If you will write us for window display material, delivered express prepaid, give the goods a display, and are not satisfied in ninety days, send all the unsold goods to us and get a check. We don't want you to have our goods if they don't sell." The dealer is then asked to send an order form to his jobber for the goods and his indorsement, and a rebate check is then promised just as soon as the mails and clerks can

get it out to him. The language of the contract with the druggist is as follows:

In consideration of this order, the Sterling Remedy Company agrees to pay to the purchaser, upon receipt hereof, properly certified by the wholesaler filling the same, rebates as per opposite list. Such rebates will be paid on condition that the original package order amounts to \$10.00 net or more, and that all goods ordered herein shall be sold only to individual customers, for use, at retail at full retail prices indicated upon the boxes at retail drug stores in the regular retail way. The purchaser agrees on request of the Sterling Remedy Company, or its agent, at any time to prove such regular sales to the satisfaction of the company, and to produce and allow examination by the company, or its agents, of the books and papers of the purchaser relating to the sales of any and all products of the company, and if at any time any goods of the Sterling Remedy Company have been, or shall be sold at less than the full retail prices indicated on the boxes, then the rebates paid on this sale, and all rebates ever paid to or received by such purchaser by or from the Sterling Remedy Company, shall become forthwith forfeited and upon request repaid to said Sterling Remedy Company by such purchaser.

Among the other drug advertisers who operate somewhat on this scheme are Cascara-Bromo-Quinine, Freeman's Face Powder (well known in the West) and others. The very difficult problem of price maintenance when dealing through jobbers is well illustrated by an investigation recently made by Dioxogen of a typical case where prices were being cut to pieces in a certain city. A representative of Dioxogen went to this city and had a frank talk with the department stores which were cutting the price. They said: "Certainly, we will not keep prices fixed! We are not running our drug department for profit. We are making it a leader to attract people. We will sell anything we have at any price we choose, even if it is below cost, and we would like to see how you are going to stop us. The goods are our property—we did not buy them of you, and accepted no strings to our purchase from jobbers."

The Dioxogen man then went to see the jobbers and the jobber said: "Certainly, we will not cut off these department stores. They are buying more from us than all the other trade combined. We have got to run our business for a

THE circulation of THE LADIES' HOME JOURNAL for January issue, 1910, is 1,331,000 copies.

The circulation of THE SATURDAY EVENING POST for the issue dated January 8th, 1910, is 1,411,800 copies.

We have advertised our magazines liberally, consistently, persistently for 25 years. These remarkable circulation figures indicate the correctness of our belief that advertising multiplies the effectiveness of merit.

The Curtis Publishing Company
Philadelphia, Pa.

profit ourselves, and we can't help you out. Those department stores won't mind it a bit if we do cut them off, because they can get the goods anyhow. Their New York office or their other connections can manage one way or another."

This is the tenor of the talk which advertisers are constantly hearing. If it were not for the fact that it seems impracticable in many cases to deal direct with dealers, the great bulk of manufacturers would do so and at once come pretty near solving the problem. Some advertisers in this situation have frequently entertained the idea of establishing distribution points throughout the country of their own and in this way get around both the legal and the other difficulties. However, even those who deal direct with dealers have plenty of difficulty, and the one salvation seems to be to secure powerful reputation and irresistible enough public desire to enable them to adopt a strong selling policy. The classic instance of this kind is, of course, Colgate & Co., which originally operated a five per cent cash rebate, settled yearly. Later, they decided that the "honor system" was an advance on this method, and instead of paying the dealer for "being good," they paid it to him at once in the expectation of making him good. All invoices at present contain the clause printed on their face, that the goods are sold on condition that they be not offered for sale below the limited selling price list.

An instance of how strong advertising reputation can overcome the worst rebellion of retailers is contained in Colgate's experience some time ago in Buffalo. The three principal druggists there, all "cutters," refused to handle the entire Colgate line, one of them even coming to the office and vowing that as long as they were in business they would never handle another dollar's worth of Colgate goods. Colgate's refused to be moved by the situation, and for one year and a half these druggists did not sell Colgate goods. But sales records showed that there was not any decrease of

sales in Buffalo because of this action, and at the end of the year all three dealers consented to sell the goods and maintain the price. The public had not in the least been phased by the action of these druggists, and had simply gone elsewhere to get Colgate goods. The advertising had bred the right sort of conviction in the public mind to withstand retail boycotting even by the strongest druggists.

Mennen's Talcum Powder, which has been one of the most frequent and pronounced sufferers from price-cutting, has recently attempted a price protection plan. Mennen's, though marked at 25 cents, has been sold as low as 7 cents by price-cutters. The new plan is to offer a two-dozen bonus for every gross, if a limited cut rate of 15 cents is agreed to.

This is practically a rebate plan, leaving to the discretion of the dealer and his trade conditions, which he will do—cut to the limit or cut conservatively. It illustrates the perplexing difficulty of the entire problem, which is especially felt in both drug and grocery lines.

BOSTON HERALD REDUCES TO ONE CENT.

Another well-known newspaper has taken the step to reduce its retail price. The Boston Herald, on January 1st, reduced its price to one cent, leaving the Globe the only two-cent paper in the morning field. This change is one of William E. Haskell's numerous radical changes in the Herald's management.

RUSSIA WANTS PRINTERS' INK.

RUSSIE CAUCASE, BACOULE, 14/xii, 1909.
A Monsieur le Directeur du Journal,
PRINTERS' INK.

CHER MONSIEUR:

Désirant m'abonner à votre honorable publication, je vous prie de vouloir bien m'envoyer, par retour du courrier, un numéro spécimen du journal PRINTERS' INK; si possible sous pli recommandé. J'attends la chose demandée et vous prie d'agréer l'assurance de ma considération la plus distinguée.

ADOLPHE PINESS.

Adresse:
Russie Caucase, Bacou,
Mr. Adolphe Piness.

The Philadelphia Bulletin's

1909 Circulation

The following figures show the actual daily average net paid circulation of "The Bulletin" for each month given:

January	248,170 copies
February . . .	252,999 copies
March	258,269 copies
April	257,077 copies
May	254,790 copies
June	254,150 copies
July	242,542 copies
August	239,749 copies
September . .	245,375 copies
October	248,349 copies
November . .	248,025 copies
December . .	248,162 copies

A grand total of 77,691,367 copies sold.

Net paid daily average for year—

249,811 **copies**
 a day.

A copy for nearly every Philadelphia home

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

A SQUARE DEAL FOR THE RETAILERS.

THE MISREPRESENTATIONS FREQUENTLY MADE ABOUT ADVERTISING, TO RETAILERS—MORE SALES ASSISTANCE AND LESS DEPENDENCE ON THE RETAILER, TAKING ALL THE RISKS NEEDED—THE "CONSUMER DEMAND" SOMETIMES A BLUFF.

By Arthur N. Day.

Advertising Manager, Sill Stove Works,
Rochester, N. Y.

Let's act as if we thought the retailer had some degree of human intelligence. Let's stop cramming at least one kind of bluff down his throat.

When we plan an advertising campaign nowadays we expect two sorts of results: (1) consumer demand, (2) a general stocking-up of the article by retailers.

We spend money on pictures, copy, plates, and space, to appeal to the consumer. And whatever we have left we spend in telling the retailers about the consumer campaign.

Now, every advertising man knows that there are some campaigns in which the chief object is, frankly, the "effect on the dealer."

The advertising is neither meant nor expected to create an effective consumer demand. It's a bluff—a game—to make the dealer stock-up, or take on an agency, or make more of a hustle for business on the "advertised" goods.

The retailer hasn't learned to distinguish. He knows "advertising pays." And if the manufacturer "advertises," and tells the dealer enthusiastically enough about the "demand" he is going to "create," the retailer takes it all in—and the advertiser feels he has accomplished his purpose.

Right here enters in an element the advertiser too often fails to consider. The dealer soon finds that he himself is doing the important part of the selling work, and the advertising is only a help, greater or less. And when he has been fooled once he loses faith in

all advertising. He is not likely to give as much credit to an honest campaign as it deserves to have.

The percentage of campaigns in which the "bluff" is the first aim may be small. But nevertheless there is certainly a well-defined and altogether too large class where what I have said is, I am sure, absolutely true.

Now, why make the bluff at all?

With those articles where the dealer's good-will is worth, say, 50 to 75 per cent in marketing the goods, and from the nature of the article, no amount of advertising will so greatly increase the manufacturer's good-will that he can afford to "fire" the dealer; why isn't it better judgment to stop all this scarehead talk about "creating the demand"?

Let's do *more* to help the retailer locate prospects. *More* to help him sell his prospects. *More* to make the dealer and his clerks competent salesmen. *More* to help them buy, sell, advertise, keep books, and become *better merchants*.

And *less* to make the bluff that is being seen through more and more each day in the year!

Pretty nearly every advertiser who reads this will say, "Why, I do all that."

Some do. There are certainly some notable examples.

But pretty nearly every advertiser in the class I have mentioned will do more business five years from now if he calls off his "consumer demand" bluff, and buckles down to do more hard, personal, truly co-operative work for his customers than he will if he keeps on thinking he can fool all of his people all of the time.

The Chicago Trade Press Association, at its recent annual meeting, elected officers, and planned to take up the subject of second-class mail matter increase during the year. The following officers were elected: President, Morton Hiscox; vice-president, J. F. Nickerson; secretary, Wesley Stanger; treasurer, Arthur L. Rice. Directors: P. D. Francis, J. R. Purchase, Evan Johnson.

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine, will make an address before the Rochester Ad Club.

To Influence Car-Load-Lot Buyers

For effectively influencing car-load-lot buyers, (The Wholesale Trade) no power is more potent than that of a demand reaching them through their own customers—the retail merchants of small cities and towns in the Wholesalers' Field.

Here (in cities and towns of 25,000 and less) LUPTON'S concentrates a million a month to paid-in-advance subscribers—customers of the customers of car-load-lot buyers.

Further information in regard to the influence of LUPTON'S on the car-load-lot buyers may be had for the asking by any interested advertiser.

LUPTON'S
THE PEOPLE'S HOME JOURNAL
and GOOD LITERATURE

J. P. BALMER
Western Manager
1438 Marquette Building
CHICAGO

JOS A. MOORE
Advertising Manager
Lupton Building
NEW YORK

WHAT THE COLGATE AD CRITICISM CONTEST DEMONSTRATED.

NEARLY 60,000 CONTESTANTS ENTERED—MANY RULED OUT—OLD QUESTION OF "GENERAL PUBLICITY" VS. "REASON-WHY" THRASHED OUT AT LENGTH—PROVED TO SATISFACTION OF COLGATE'S THAT PUBLIC IS EQUALLY RESPONSIVE TO TWO KINDS.

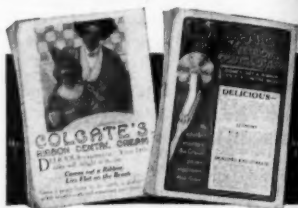
Colgate & Co. have just closed and awarded the prizes in an advertising criticism contest which instructed, occasionally edified them, and—left them of the same opinion still, with that opinion much strengthened by the returns.

Colgate & Co. are old campaigners in the advertising world. It would on first thought be presumed that what they did not know about advertising, its roots and branches, was not worth knowing. However, this famous house has a liking for the experimental method. For years Colgate copy has been, now of the general publicity kind, now of the argumentative variety. Which was the better? For a long time that question had cropped up in the councils of the firm and its advertising staff. So many cogent and convincing arguments were brought out to back up each style that both varieties were kept running in the magazines.

Last summer the "happy" thought occurred to some one, why not carry the case to the ultimate jury, the consumers of Colgate's goods? Surely men or women who kept Colgate's soaps, dental creams or toilet powders handy could look into their own consciousness and tell the manufacturer which advertisement had brought them to the buying point.

That's why full-page advertisements in color appeared on the back cover pages of the *Ladies' Home Journal*, the *Woman's Home Companion*, and the *Butterick Trio* last October. At the top, side by side, were printed reproductions of, first, a general publicity advertisement and, second, a directly argumentative advertise-

ment. In the *Ladies' Home Journal* each had as its subject Colgate's Ribbon Dental Cream. In the first advertisement a picture of mother and daughter struck the human interest note to Colgate's advantage. Only forty words mentioning the dental cream in a very general way were printed below. In the second advertisement the picture represented how easily the cream could be laid out upon the toothbrush. The reading matter, two or three hundred words of it, expatiated at length upon the peculiar why's



WHICH IS THE BETTER "AD"?

\$750.00 for the Best Answers
(Fifty-eight Prizes)

- | | |
|---------------------------------|----------------------------------|
| 1 First Prize of \$100.00 | 10 Fourth Prizes of \$10.00 each |
| 2 Second Prizes of \$50.00 each | 15 Fifth Prizes of \$10.00 each |
| 3 Third Prizes of \$25.00 each | 33 Sixth Prizes of \$5.00 each |

This is a good advertisement. It is not too long and it is not too short. It is not too general and it is not too specific. It is not too dull and it is not too bright. It is not too serious and it is not too light. It is not too plain and it is not too fancy. It is not too simple and it is not too complex. It is not too direct and it is not too indirect. It is not too clear and it is not too obscure. It is not too plain and it is not too fancy. It is not too simple and it is not too complex. It is not too direct and it is not too indirect. It is not too clear and it is not too obscure.

This Is Our Offer

Write us a letter of not more than 100 words giving your opinion as to the better of these two advertisements. Send your answer to the Editor of the *Butterick Trio*, 100 N. 3rd St., New York, N. Y. The letter must be written on plain paper and must be dated and signed. The letter must be received by us on or before October 1st, 1928.

Prizes will be awarded by the following judges:

100 N. 3rd St., New York, N. Y. The letter must be received by us on or before October 1st, 1928.

Dept. 14, (Contest) COLGATE & CO., 55 John Street, New York

**On the back cover page of the *Butterick Trio* (Butterick, Gosselin, and Co., Inc., 100 N. 3rd St., New York, N. Y.)*

THE AD ANNOUNCING THE CONTEST.

and wherefore's of Colgate superiority. This was the selling ad, and it was a mighty good one, too, as good of its class as its general-publicity, human-interest companion printed by its side.

Below these reproductions was printed in large type the query: "Which is the better ad?" The public was invited to tell why as best it could and for the trouble people took in searching their impressions Colgate would pay \$750 to thirty-eight contestants.

The announcement then went on to say that Colgate's was a

Gain Gain

2,306

==COLUMNS==

Twelve consecutive months of advertising
gains. During the year 1909

The Chicago Record-Herald

showed a gain in the amount of display
advertising carried over the year 1908 of

2,306 Columns

All kinds of good, clean advertising
contributed to this notable showing.

*Circulation and advertising books open
to all.*

The Chicago Record-Herald

New York Office

437 Fifth Avenue

very old house of long advertising experience. But the company was not beyond learning from the consumers of Colgate goods. Both the suggestive, human-interest copy and the descriptive, detailed copy had been used for years. Both had sold goods. But which had sold the more goods? That was what Colgate's, the announcement read, had been unable exactly to find out. Which style of ad best represented the quality of the goods and the spirit of the house? Surely the public could throw light upon this dark question.

Letters in the contest must be not over one hundred words long. They must state simply the common sense reasons that led the contestant to buy the dental cream after reading the first and second class of advertisement.

It seemed that the periodicals had had hardly time to get to the newsstands before the fun began. Colgate & Co. were submerged with letters from all points on the map. To be exact, 58,765 letters were received. Hurry calls were sent out for competent readers from the publishing houses, and the task of weeding out the unfit was begun. Hundreds were disqualified because in the face of the printed injunction to the contrary, they ran over one hundred words. Other hundreds, and even thousands, were put out of the race owing to poor spelling, punctuation or bad grammar. One eager contestant sent a telegram; he was out of the race, because only letters were asked for. Others took more pains with the appearance of their answers than with the thought. Some letters would have put to shame the efforts of the medieval illuminators, so ornate and befrilled were they with flossy letterings and decorations. The readers, however, were adamant and looked to the thought and its expression alone.

The contest closed on its announced date. November 1st, but it was not till November 23d that the survivors were ready to be submitted for final decision to the judges, who were Caspar Whitney of *Collier's*, Mrs. N. H. Kinkaid

of the *Delineator*, S. Keith Evans of the *Woman's Home Companion*, and Frank Seaman. These arbiters found a difficult work. Forty per cent of the total letters received had been from men and sixty from women. This proportion held good after the winnowing down. It was soon found that the replies of those in the final test were evenly divided between the two classes of advertisements. Literally hundreds of them were so matched in merit that it was necessary to weigh each word, to carry analysis to the last stage.

When after prolonged discussion the final vote was taken, the judges unanimously chose a woman as the winner of the first prize of \$100, and two men winners of the \$50 for the second prizes. The letters are not to be disclosed.

The copy in the *Woman's Home Companion* and the Butterick Trio had set for choice the same two classes of advertisements, but these bore on the talcum powder made by Colgate's. In this contest the story was identical—an even division between the two ads, the forty and sixty per cent ratio of men and women holding good, and a hard time to pick the winner. Of this contest, however, a man won the first prize. The following are the chief prize winners in both contests:

Dental Cream Contest: 1st prize, \$100, awarded to Miss Mary L. Hazard, 25 Hammond street, Providence, R. I.; 2d prizes, \$50, awarded to Chas. McL. Hadley, 963 Walnut street, Fall River, Mass.; P. R. Strode, 123 N. Taylor Ave., Oak Park, L. I.

Talc Powder Contest: 1st prize, \$100, awarded to Henry B. Mitchell, Athens, Ga.; 2d prizes awarded to Miss Clara E. Burnham, 125 Monroe street, Chicago, Ill.; Mrs. Florence M. Tilton, 28 Waban avenue, Mass.

But so good were the letters urging this or that kind of advertising as the better, so evenly divided as to number were they, that Colgate & Co. found themselves at the end of the contest where they were when they started—firm advocates of both kinds of copy. Moreover, the two winners, the man and the woman, chose one, the suggestive human interest, and the other—the man—

the detailed descriptive advertisement.

So with this "The Lady or the Tiger" finish Colgate will proceed as before, judiciously alternating the two species. The contest very plainly developed the common fault of such contests—the too self-conscious judgment of questions which contestants are endeavoring to answer, and the tendency to write what will make a hit rather than the real truth. The average consumer is not the best conscious critic of advertising.

Colgate & Co. doubtless shrewdly calculated that the contest would precipitate discussion among consumers the country over. Nearly sixty thousand people have canvassed good and hard the question why Colgate makes a good article and why the public should use Colgate products. Also the talk generated among the friends of the contestants may conceivably drift back to the Colgates' ledgers in the shape of new business.

The following are excerpts from letters received:

"If Colgate & Co. have been making toilet articles for three generations, over one hundred years, it must also be borne in mind that the American public has been using their products for the same length of time, and we all know that anything with the 'Colgate' name upon it is as good as any ad can paint it. What we look for now when we open our magazines is to see whether you have anything new to offer us, and ad No. 2 shows us that you have, and that it is something worth trying, or, in other words, worth buying."

"Women do not read advertisements as much as men. Many housewives know nothing of your advertisements. I had a relative who sold your goods, yet I was not interested. One day a friend requested you to send me a sample of Colgate's Ribbon Dental Cream. I tried it and would not be without it now. Had the sample never arrived, I would know nothing about the value of your articles. This is one customer. If every one could be reached by *sample* it *would* pay. Attention is called quicker to the article than by *reading* about it."

"I think No. 2 is the better ad. If your talcum powder was a poor powder it would soon be found out, and advertising would be useless. But it must be a good powder or you wouldn't advertise it so extensively. It seems to me I have seen Colgate's little Dutch boy in the magazines since I was a girl."

THE JANUARY
METROPOLITAN
SOLD OUT
IN THE FIRST TEN DAYS
IS THAT MAKING GOOD?

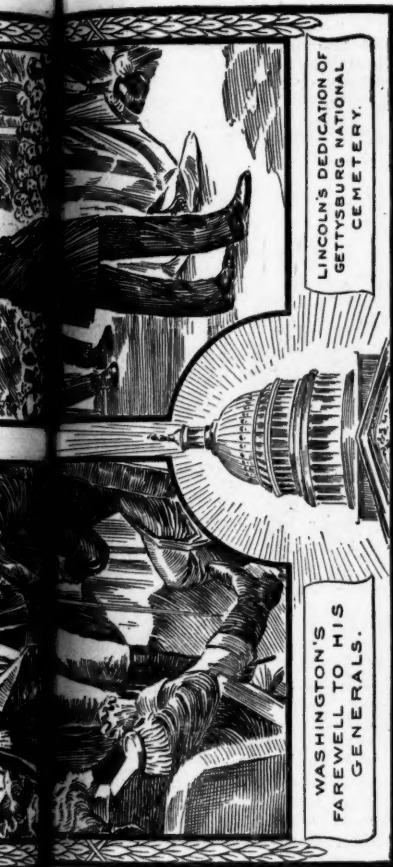
COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.

Vol. XXII FEBRUARY 1910 No. 4





WASHINGTON and LINCOLN COMFORT FOR FEBRUARY, 1910

Like that of last February, which was such a winner with our subscribers and a big puller for our advertisers, will be a large, special occasional number attractively featured with smart stories and bright special articles about the two great heroes and the popular saint whose anniversaries make that month notable.

COMFORT'S Six Million Readers

Are Lincoln's "plain people", as he called that great army of productive workers on whose earning and spending depends the prosperity of the nation. They are expectantly looking for this interesting mid-winter COMFORT for home entertainment through the stormy February evenings. They are expectantly looking for mail-order bargains too, and that is why

93% of COMFORT'S subscribers Read Its Ads--and 81% Answer Them
COMFORT holds the record, and February COMFORT will be a record-breaking puller for its advertisers.

Our recent issues have been crowded with advertising to our prescribed limit; so apply early if you want the best there is, and

Forms close January 15.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

Secure Space in February COMFORT

W. H. GANNETT, Pub., Inc.
Augusta, Maine

Apply through any agency, or
Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

THE DISAGREEABLE IN ADVERTISING COPY.

A FIRST PRINCIPLE OF ADVERTISING VIOLATED BY SUGGESTING REPULSIVE IDEAS OR PICTURES—WRIGHT'S HEALTH UNDERWEAR POSTER AN EXAMPLE—HOW SOME FIRMS GET AROUND A DANGEROUS ELEMENT IN THEIR SALES ARGUMENT.

By S. C. Lambert.

The number of advertisers who are still unaware of one of the first principles of good advertising—the value of making a *positive* instead of negative argument, and avoiding the disagreeable—is still very large. Every now and then one comes across the agonized face of a suffering mortal who gives the entire ad an aspect of dreary repulsiveness.

One of the very latest instances of this kind has just been discovered by a Philadelphia reader of PRINTERS' INK:

SHANE BROS. & WILSON Co.
King Midas Flour.
PHILADELPHIA, Dec. 30, 1909.

Editor of PRINTERS' INK:

Going out on the Philadelphia & Reading Railroad some few night ago my attention was attracted to a poster on Wright's Health Underwear.

The time I saw this poster it was quite dark, and the electric lights only showed the Wright's Health Underwear and the figure of a man enduring more or less torture. This admirable drawing I think is lost entirely, as the impression conveyed is that Wright's Health Underwear produces this intense desire to scratch; the impression they mean to convey is, of course, that the other brands of underwear produce this, but their brand does not, and the quotation at the top from Josh Billings is hardly enough to separate the two meanings.

This is sent to you as a sample of what you see so often in advertising—that of unintentionally giving the opposite impression of the product that is to be sold.

C. M. THOMAS,
Publicity department.

This poster directly suggests the idea of discomfort and undesirability, and all the objectionable things which the ad endeavors to connect up with some other competitive underwear really come back like a boomerang upon Wright's Health Underwear itself.

If this poster called attention to only the merits of Wright's Health

Underwear in a positive instead of a negative way, nobody would ever think of these disagreeable things it suggests. Nothing could illustrate the principle of positive as against negative advertising better than this poster. The whole tendency in advertising, even in medical advertising, has been growing away from this idea. It is recognized wherever good advertising is known that you can't dip your ad into the disagreeable without soiling your own linen.

There is an advertiser out West who, in order to stir up patients,

JOSH BILLINGS said that "the only thing some underwear is good for is to make a fellow scratch and forget his other troubles." That was before the day of



Wright's Health Underwear

It is the fleece of comfort and can't scratch

Costs no more than ordinary underwear

ASK YOUR DEALER

And be sure of the waves label



uses as a permanent illustration for his ads a human eye in the course of being cut in half by a knife. He thinks this is an effective way to get people interested in his own proposition, but as a matter of fact it drives hundreds away whom he might otherwise interest.

In a subject like this the psychology of the average human mind operates almost unconsciously. An ad which puts up to a reader something which draws forth an instinctive repulsion is setting itself in the path of one of the race's most powerful forces. Nothing can avail after this instinctive revulsion has occurred

in the mind of the reader, and time after time it has been proved to be a foolish move in advertising.

There is a manufacturer who makes a very appetizing product, at one stage in the process of manufacturing which he dips it into lye. This dip into lye is probably the sole difference between his own and other competitive products, and this very process is what makes his goods superior. Yet, as he has earnestly told many advertising men, with much justification, how can he advertise the fact that he dips *something to eat* in lye at one stage of its manufacture? If he did advertise the fact, he would instantly stir up a revulsion of feeling which would harm him, to say nothing of giving his competitors a chance to knock him.

There are ways of getting around a situation like this, however. A famous manufacturer of evaporated milk for many years had to meet the objection by consumers against the peculiar "burnt" taste which most such products have. When a shining light in the advertising business took hold of this proposition he blithely applied a mixture of the magician's and the psychologist's art, and boldly took up the subject in the ads in a positive way and referred to the "exquisite burnt almond taste" of the milk as a crowning distinguishing feature.

Other similarly bold advertisers have frequently forsaken the time-honored policy of the house in keeping the family skeleton locked up in the closet and boldly trotted it out, called it by name and shook it by hand in the limelight of advertising, so as to dispel every secret and whispered allusion to supposed shortcomings. As a matter of fact, when properly done, this is the only possible means of handling the matter in a right way.

To illustrate and dilate upon a fault of a competitive product, which can very easily become confused with one's own product, is, however, likely to be a bad mistake. "Let sleeping dogs lie" is a good axiom, unless a master of sleeping dogs can insure that they won't bite.

Quality

One's own environments are responsible for and dictate the necessary and imaginary needs and desires which are only appeased through possessing the thing wanted—and that may range from a pen to a piano.

The woman that reads THE LADIES' WORLD has environments that prompt the desire to enjoy all those things that tend toward comfortable and agreeable homes and promote pleasant, satisfactory living conditions for the whole family. Any advertiser who does himself the justice to place

The Ladies' World

on his list opens a wide and unobstructed avenue to the open purses of the hundreds of thousands who can and do buy the things necessary to conform to the natural or acquired environments in which they live.

Advertising space in THE LADIES' WORLD is worth more to others and to you than it costs. Let us have an opportunity to get our circulation statements before you for consideration.

S. H. MOORE CO.
NEW YORK

 PROSPERITY IN BOSTON.

The live business houses of Boston and New England start the New Year in a prosperous and flourishing condition. During the past year they have all made good gains in the volume of their business, and expect to make a still better showing during 1910.

This is especially true of the Boston Globe

In both advertising and circulation the Boston Globe has made splendid progress during the year 1909.

The average circulation of the Daily and Sunday Globe for the years 1908 and 1909 was as follows:

Daily Globe (2c a copy)		Sunday Globe	
1908	. 176,297	1908	. 319,790
1909	. 180,278	1909	. 323,069
Gain		Gain	3,279

The advertising patronage of the Globe during 1909 shows a splendid gain over the previous year.

The total advertising in the Boston Globe during the past two years was as follows:

1909	7,335,279 Lines
1908	6,869,700 Lines
Gain, 1909	. .	465,579 Lines

The following figures of the four Boston newspapers having Daily and Sunday editions for the 12 months, ending December 31, 1909, tell their story:

Boston Globe	. 7,335,279 Lines
2d Paper	. . . 4,830,920 Lines
3d Paper	. . . 4,103,120 Lines
4th Paper	. . . 3,966,825 Lines

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.

PROSPERITY IN BOSTON.

In every large city, one, and sometimes two newspapers carry the "want" advertising. The Globe's showing in this line of business in 1909 was phenomenal. The following figures speak for themselves:

Total Want Advertisements in the Globe . .	1909 .	460,465
	1908 .	417,908
	Gain .	42,557

During the year the Globe printed 308,023 more "want" advertisements than appeared in any other Boston newspaper.

To Increase Your Sales In Boston and New England

During the year 1910 plan to use liberal space in the Daily and Sunday Globe.

Boston Daily Globe

A prominent Boston advertiser, in speaking of the merits of newspapers, said: "I consider that a two-cent newspaper with 100,000 circulation is worth three times as much to me as a one-cent newspaper of equal output. In fact, in placing my advertising I use the newspapers that possess a clientele with purchasing power and whose readers answer advertisements."

The Daily Globe closes the year with an average circulation for the month of December of 184,270 copies. This was larger than that of any other two-cent newspaper published in the United States, and was 11,273 more than that of December, 1908.

The Daily Globe is the only two-cent newspaper in Boston publishing morning and evening editions. It is a welcome visitor every day in thousands of homes where money-earning and money-spending people live and thrive.

Boston Sunday Globe

The Boston Sunday Globe has a larger circulation than any Sunday newspaper published in New England, and its output is not equalled by more than three Sunday newspapers in the United States.

Both the Daily and Sunday Globe have been proved by advertisers for many years. They have a stronger purchasing power to-day than ever before.

Every Globe reader, as a rule, reads advertisements, and has the money with which to respond to them, hence its power to make sales and profits.

Boston Globe Readers Are Waiting to Buy Your Goods

An Ironclad Contract

**Between the Publisher and
Each Subscriber**

WE guarantee the reliability of every advertisement inserted in Good Housekeeping Magazine. We mean that you shall deal with our advertisers in the confidence that you will be fairly and squarely treated. If, in spite of all our care, some advertisement should be admitted through which any subscriber is imposed upon or dishonestly dealt with, we will make good to such subscriber the full amount of the loss. The matter should be brought to our attention within the month the magazine is dated that contains the advertisement. The only condition of this contract is that the subscriber shall mention, when writing to our advertisers, that the advertisement was seen in Good Housekeeping Magazine.

*The 300,000 women to whom this
magazine goes each month under-
stand and rely on this guarantee.
There is no waste to this circulation.*

**GOOD HOUSEKEEPING
M A G A Z I N E**

The Phelps Publishing Company

New York • Springfield, Mass. • Chicago

NEW PENAL CODE GOVERNING CONTESTS AND PRIZE SCHEMES.

IN EFFECT WITH THE NEW YEAR—EVERY SCHEME WITH THE SLIGHTEST LOTTERY ELEMENT BARRED FROM MAILS—DOES NOT AFFECT CONTESTS WHERE CONTESTANTS' ABILITY HAS A REAL SHOW—NEAR-LOTTERY CHARACTER OF MANY "CONTESTS."

At various times in the past several years some advertising schemes rather closely approaching lotteries have appeared in various parts of the country. Competitors have endeavored in many cases to get them prohibited, but found that there was no particularly definite way of getting at such cases. Many of the contests and other schemes, which were conducted as lotteries, were not lotteries at all, and the need of some definite ruling has been widely felt.

Now comes the Post-office Department with a new penal code referring to mail matter which has gone into effect on the 1st of January and draws some pretty straight lines against voting contests and other schemes by advertisers and newspapers. The ruling of the post-office is as follows:

"No letters, packages, post-cards or circulars concerning any lottery, gift enterprise or similar scheme, offering prizes dependent in whole or in part upon lot or chance; and no lottery ticket or part thereof, or paper, certificate, or instrument purporting to be or to represent a ticket, chance, share or interest in or dependent upon the event of a lottery, gift or similar scheme offering prizes, dependent in whole or in part upon lottery or chance, and no checks, drafts, bill, money postal order or money order, for the purpose of any ticket or part thereof, or any share or chance in such lottery, gift enterprise, or scheme of any kind, offering prizes dependent in whole or in part upon lot or chance, or containing any list of prizes, drawn or rewarded by means of any such lottery, gift en-

terprise or scheme, whether said list contain part or all of such prizes—shall be deposited in or carried by mail of the United States, or be delivered by any postmaster or letter-carrier."

This ruling, of course, is purely within the sphere of mail matter, and any contest conducted without the use of the mails does not come within its jurisdiction. But its language is extremely specific and inclusive against any prize voting contests or other schemes conducted in any one of a number of familiar methods, and much scrutiny of any prize scheme is advisable before it is decided to adopt it.

The ruling now makes impossible any method of contest in which the contestant has no chance for winning except upon a purely accidental or lottery plan. It does not exclude a contest in which individual merit is made the deciding factor and, therefore, does not include a prize letter or prize essay in which the ability and effort of the contestant is a factor.

So many such contests, however, by reason of the great multitude of responses and the necessary similarity of contesting entries, have involuntarily become somewhat like a lottery in effect, and it remains to be seen how many of the contests now being run will be judged under the new code.

CHANGES AT THE FEDERAL ADVERTISING AGENCY.

Robert Tinsman, one of the managers of the Root Newspaper Association, is now associated with the Federal Advertising Agency, New York. R. T. Snodgrass, formerly of Collier's Service Bureau, and late with N. W. Ayer & Son, and Owen Jones, formerly with McMigel Company, and later with Dress, have also been added to the Federal Agency's staff, in line with its policy to employ service specialists who will make merchandising the foundation of their advertising efforts.

The Southern division of the National Advertising Clubs will have a convention at Dallas February 16-17, and many plans are being made for the entertainment of the advertising men.

WHO'S WHO—AND WHERE— FORE—LOUIS ECKSTEIN.

THE CHICAGO MAN WHO OWNS RESTAURANTS, DRUG STORES AND SEVERAL MAGAZINES, AND IS ABOUT TO PUT UP A BIG PUBLISHING BUILDING—THE "RED BOOK" THE FIRST GENERAL MAGAZINE TO GET A Foothold IN CHICAGO—BERNARD SHAW'S POST-CARD REPLY TO A \$12,000 PROPOSAL—THE "TEN QUIZ CONTEST"—THE MUNSEY OF THE WESTERN FIELD.

By James H. Collins.

In his experiments with new magazines, successful and otherwise, Frank Munsey has kept pretty closely to broad, main interests in American life, such as the railroad, woman's affairs, the ocean, and so forth. It is said that not long ago Mr. Munsey declared he had overlooked the biggest interest of all, though it lay right under his hand in New York. That was the theatre, and it remained for a comparatively new magazine publisher in Chicago to start a periodical which would deal with it at the right popular angle.

This latter publisher is Louis Eckstein, president of the Story-Press Corporation and Red Book Corporation, and the magazine referred to is his new *Green Book*, which deals with actor-folk on and off the stage, revealing their home life, hobbies and play in articles and photographs, as well as giving timely dramatic criticism and news.

Louis Eckstein is a man who has accomplished a good deal the past few years without attracting much attention in the press.

Born in Milwaukee about forty years ago, he got his first business experience in a railroad office, and rose to be general passenger agent of the Wisconsin Central. In 1891 some friends in the retail drug business in Chicago asked him to join with them, strengthening their organization, and he did so, putting in as his only ready capital \$1,500, which he borrowed on a piece of real estate he owned. That was less than twenty years

ago. The other day one of the big rating agencies wanted a little more information about Louis Eckstein, and he drew up a schedule of his financial interests. The list enumerated some twenty-five corporations in which he is a dominant figure.

In Chicago, a good many advertising men eat lunch at Rector's, in Monroe street. This cheerful restaurant is sometimes referred to, facetiously, as "Reckstein's." It belongs to Louis Eckstein and his associates. When an advertising man tires of the food there, he can walk a block and a half east and eat at the North American restaurant, which is a good caravansary, and belongs to Mr. Eckstein, too. If an advertising solicitor were to fall down anywhere inside Chicago's loop, and it were necessary to assist him into a drug store for repairs, he would probably find Mr. Eckstein acting as host there also, at least, in the corporate sense, for this alert ex-railroader manages companies which now control practically all the retail drug business downtown. He is heavily interested in other State Street affairs, real estate, etc.

But his private office will be found at 158 State street, where the *Red Book*, *Blue Book* and *Green Book* are published, and where he will, this year, put up a \$1,000,000 office structure, to be known as the Red Book Building. These magazines engage more than their share of his attention, because he loves the publishing business, and his heart is in them.

Like a good many other men in our line, Mr. Eckstein got printers' ink on his fingers early in life and has never been able to get it off.

While G. P. A. of the Wisconsin Central he started a small periodical called *The Wanderer*, circulating among employees, and supported by advertising solicited among the concerns that sold supplies to the railroad. It was, therefore, natural that, after he had become wealthy in mercantile lines, the desire to publish something should persist, and reappear

in acute form. So, about six or seven years ago, he started the *Red Book*, which was the first general magazine to get a foothold in Chicago. It is stated by people in a position to know that nearly \$1,000,000 were spent on this property in printers' bills and other expenses before the tide turned and it began to show profits. Mr. Eckstein himself says that the strain was enormous. It would be great in New York. It is greater in Chicago, for in that city a publisher must work under a number of grave handicaps.

In the first place, the chief market for editorial matter is in the East. Writers and illustrators either live there or send their work direct to New York, Philadelphia, Boston, which are headquarters for the literary agents, who also handle matter from English authors and publishers. To get little streamlets of this current started out toward his one lone magazine in Chicago was a task almost as hard as taking over half the drug business in the loop. The difficulty is illustrated by a story told in connection with a postal-card written by George Bernard Shaw, and now hung in the *Red Book* editorial office.

Mr. Eckstein wanted twelve monthly articles for the *Red Book* that would attract attention and make circulation. George Bernard Shaw seemed to be the man who could furnish them. So an offer was sent him by mail. He could write twelve articles upon any subjects that pleased himself. The *Red Book* agreed to print them without changing so much as a comma, making only one condition—that the stuff be mailable under our postal regulations. For these twelve articles the publisher agreed to pay \$1,000 apiece, and the Irish *farceur* was told that \$12,000 lay at a London bank subject to his order if he accepted the commission. At the same time, copies of the magazine were sent him.

The *Red Book*, as everybody knows, devotes one folio each month to fine photographs of beautiful women, printed on fine paper. About a month later came

Shaw's post-card reply. The only comment he had to make was to ask if there was any Chicago magazine that published pictures of beautiful men!

In advertising, too, there was a handicap.

For several years advertisers admitted that the *Red Book* reached an excellent clientele, but said they would come into its pages when it had grown a bit more, established its stability, and so forth. But Mr. Eckstein went gunning for the advertiser with good ammunition, and bagged him.

Each month advertisers and agents all over the United States receive a special *Red Book* box, containing a copy of the magazine itself, and a handsome photogravure of an actress. In the beginning this monthly box went out with a copy of the *Red Book* and a miniature set of ten-pins, used to emphasize some advertising moral. Next month some other trinket was sent to make a point, and the following month something else, until, by a process of learning the demand, it was discovered that everybody liked handsome pictures of popular actresses, and these were adopted as a staple souvenir. Mounted, ready for hanging, they are not only given places in offices and homes, but convey something of the *Red Book's* character. The copies of the magazine itself also made their way, because advertisers and agents took them home with the box, and women read the magazine and liked it and asked that the box be brought home each month. To-day some 1,800 of these boxes are sent out regularly, and they cost about \$2,000 a month, for each is sent by express. Not long ago Mr. Eckstein visited one of the leading advertising agents in New York.

"You make me a lot of trouble every month," said the agent.

"How's that?" asked the publisher.

"Why, my family make me bring that box home, and it's a job to carry it out on the train."

"Let me send it direct to your home," suggested the publisher,

and this was done, and now the majority of these boxes go to the advertisers' homes, and despite the high cost of keeping up the service, it is maintained for the friends made and the actual business produced.

Another interesting device of later development is Mr. Eckstein's "Ten Quiz" contest in the *Red Book* advertising section. Ten knotty questions are printed there each month. Some hinge on incidents in the fiction, and others on points in advertisements. All are carefully worded so that close reading and real ingenuity are necessary to find the answers, and cash prizes are offered for correct replies.

Some weeks ago a certain manufacturer who had been advertising in the *Red Book* on yearly contract announced that he would not renew because he had no certain proof that his magazine advertising paid. On the day after he made this announcement an express wagon drove up to his office, a representative of Mr. Eckstein alighted, and men began carrying in boxes of letters.

"What's this?" asked the manufacturer.

"Letters from our readers," said the *Red Book* man, picking up a bundle. "Answers in our 'Ten Quiz' contest last month, every one of which mentions your goods, which formed the basis of one of the questions. There are 12,000 of them here, sent on from Chicago by Mr. Eckstein to demonstrate that people read your advertisement in our magazines, no matter what they read in others."

"Holy smoke!" said the manufacturer. "Don't bring in any more—I'll renew that contract."

Comparisons are not always happy.

And, still, they are necessary.

It is said that somebody once tried to flatter Mr. Munsey by assuring him that he was the Harmsworth of America, only to meet with vigorous protest that the New York publisher thought Mr. Harmsworth might reasonably consider himself the Munsey of Great Britain.

Following the same line of

thought, it is illuminating to look upon Mr. Eckstein as the Munsey of the Western publishing field. Two of his magazines, the *Red Book* and *Blue Book*, are devoted to fiction, and the third and latest, his *Green Book*, gives criticism of and timely articles about plays and players for playgoers, together with pictures of players away from the footlights—a subject so wide and human that it has as much interest as fiction to the great general public. With all his love for his publishing business, it is a business pure and simple with the Chicago man. His magazines stand for no "uplift" movements, but offer good value for the money in clean entertainment. The staid reviews never quote from their pages. But the vast consuming public buys and reads them, and they now have a combined circulation approaching three-quarters of a million, according to their publisher's statements, and are growing. And should Mr. Eckstein see fit to establish more magazines, there are still several primary colors upon which he may draw for appropriate names.

SPENCERIAN PEN IN MAIL-ORDER PAPERS.

CHICAGO, Jan. 3, 1909.

Editor of PRINTERS' INK:

Your article about the Spencerian Pen Company did not mention that this concern also thinks well of mail-order advertising, as its very continuous space in *Comfort*, for instance, for a long time past proves. They are one of those general advertisers who have discovered the business value of going after rural trade through the best mail-order papers.

MAIL-ORDER MAN.

NEW ADVERTISING MANAGER.

J. Monroe Heilbrun has been appointed advertising manager of the *Scientific American*, with headquarters in New York. Ralph E. Briggs succeeds Mr. Heilbrun as Western manager.

Merritt C. Speidel, secretary and associate business manager of the Tri-States Publishing Company, Port Jervis, and Daniel F. Cock, have bought control of the *Piqua, O., Call*.

Our Garden Annual

Issue (the sixth annual) of Orange Judd Weeklies will appear March 5, 1910. Last forms close February 21st.

The best known agricultural—yes, and *general* advertisers—have found extra large space always pays in the GARDEN ANNUAL issue of

The ORANGE JUDD WEEKLIES

Write for our prospectus, which tells all about it—the leading articles by famous authorities which make our GARDEN ANNUAL intensely interesting to our readers, and therefore valuable to our advertisers. Circulation 305,000 guaranteed.

Write for our prospectus now.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St
Springfield, Mass.

THE "COMPOSITE" SCHEME OF ADVERTISING.

HOLEPROOF HOSIERY WILLING TO CO-OPERATE WITH OTHER MEN'S WEAR ADVERTISERS IN COMPOSITE ADVERTISING—THE DIFFICULTY OF RETAINING SHARP INDIVIDUALITY—FALSE ECONOMY—A COMPOSITE INSERT PLAN THAT PRESENTS FEWER DIFFICULTIES THAN OTHERS.

Every now and then some advertising man will conceive anew the idea of "composite advertising" and wax enthusiastic over it.

The trend of the times toward combination and united effort and concentration gets into his blood and the beauty of the scheme obsesses him. It is a mirage of advertising perfection which is irresistible. He meets some magazine representatives and tells of the plan to persuade, say, a lot of advertisers of non-competitive household things in one big ad which will give them collectively a dominant position. "How much better, this, than a lot of scattering, obscure individual ads!" he exclaims. "Just think if an auto and a tire advertiser would unite!"

The magazine representative—seeing some advertising fading away or shrinking into small size—draws a long, dubious face and quietly proceeds to punch several jagged holes in the scheme. This is so easy to do that it is a pity to poke a rude finger into so lovely a soap bubble.

But every now and then the idea strikes some one else with all the pristine joy of a new discovery. There must be something fascinating in it, if not some element of practicability. This is proved by the following letter from a well-known advertiser:

EDWARD FRESCHL, SECRETARY, HOLEPROOF HOSIERY COMPANY.

MILWAUKEE, WIS., Dec. 24, 1909.

Editor of PRINTERS' INK:

In looking over a recent copy of your paper I became interested in the article describing the combination advertisement published by the Oldsmobile and Goodrich Tire people.

This idea of a combination advertisement occurred to me some time ago, and I was wondering whether an advertisement of our hosiery and some trade-

marked shoe could not be profitably published; but I forgot about the matter until the article above referred to recalled it.

In thinking it over further, the idea occurred to me that a composite advertisement of men's wearing apparel might be profitably published, portraying the figure of a well-dressed man, starting at the hat, taking the collar, necktie, shirt, underwear, clothing, hosiery and shoes. Do you not think a full-page advertisement in standard magazines made up in this way would attract a lot of attention, and would be a profitable venture for each of the advertisers who take part in the scheme? The cost of the space could be divided up *pro rata* among the advertisers.

Of course, there may be some objections to this plan which do not occur to me, but on the spur of the moment and without further consideration, I, for my part, would be willing to agree to pay for my share of such an advertisement, provided, of course, that all the articles advertised would be reputable and well-known ones.

EDW. FRESCHL.

The chief difficulty with a scheme like this is that it subverts the individuality of the advertiser. The composite photograph obliterates the individuality of each to form a new personality. Then also the individual advertiser, in his own conceit about the ultra-superiority of his own product, is very touchy about appearing so closely in company with other products.

Another stumbling block to the carrying out of such an idea is that the advertiser's chief thought, if he entertains the idea at all, is usually to effect an economy of expenditure. This lands the idea at once into the ditch, for it is a mathematically impossible economy for a group of advertisers to get together and reduce expenditure and still keep the same amount of individuality for each. You can't eat your cake and keep it, too.

The only logic in the composite idea is to be found in a plan to keep all the mass-individuality of the present individual plan, but by a plan of co-ordination secure in addition a general *ensemble* which will give an additional value to the advertising of each.

Such a plan was seriously discussed in conference by a large agency quite recently, and it may be put through some time. The plan was to secure a very high-

FROM EIGHTEENTH PLACE TO FIRST PLACE IN ONE YEAR

Hampton's Leads the Magazine List in January

In the whole history of publishing no magazine has made progress equaling that of HAMPTON'S.

In January, 1909, HAMPTON'S had eighteenth place in volume of advertising carried, with 43 pages.

In January, 1910, HAMPTON'S has first place, with 119 pages. The figures of the leading magazines in January, 1910, as furnished by Printers' Ink, are as follows:

	Pages	Agate Lines
HAMPTON'S - - -	119	26,803
EVERYBODY'S - - -	111	24,976
REVIEW OF REVIEWS	108	24,308
SCRIBNER'S - - -	107	24,108
SUNSET - - - -	102	22,932
McCLURE'S - - -	93	21,000
WORLD'S WORK . -	88	19,796
AMERICAN - - -	87	19,488
MUNSEY - - - -	78	17,542
CENTURY - - - -	78	17,524
CANADIAN - - -	76	17,024
HARPER'S MONTHLY -	73	16,422

This table gives net advertising exclusive of publishers' own advertising.

The Cosmopolitan January issue, which is considered by advertisers the same as the December issue of other magazines (as it was published December 1st), carried 127 pages.

No comment is necessary—except to say that HAMPTON'S advertising rate may be advanced at any time without notice.

Advertising rate: \$300 per page.

Circulation: 300,000 copies monthly (guaranteed)—but advertisers who come in now are quite likely to get 400,000 or more circulation before contract expires.

class illustration of a well-dressed man and then get, somewhat as Mr. Freschl suggests, a group of men's clothing advertisers together, a hat, collar, tie, shirt, suit, shoes and socks advertiser, for instance, and take an eight-page insert in the magazines. This insert would reproduce the same illustration of a well-dressed man on each of the pages but each page would otherwise be completely given up to the individual advertiser. A general typographical harmony would be maintained, but a

false systems of economy. As an excellent instance of the harmless and innocuous, as well as unsalesmanlike nature of such plans, there is reproduced herewith a couple of pages now running in *Pearson's Magazine*, showing some "general publicity" of the purest bray serene, on the cheap plan.

One or two other composite schemes have appeared occasionally, but they have been very short-lived. Advertisers find it hard enough to make the individualities of their separate products and separate qualities stand out sharply enough in their advertising and are little interested as a rule in any plan which will obliterate the lines of demarcation of their product and others. The entire advertising idea is founded on the principle of individuality and identification, and any composite idea, to be successful advertising, must first of all take care of these things.

THE BUYERS ALPHABET		THE BUYERS ALPHABET	
A —AMERICA	B —BON ANN	I —INDIAN	J —J. P. MONT
C —CON	D —D. MONT	K —K. MONT	L —L. MONT
E —E. MONT	F —F. MONT	M —M. MONT	N —N. MONT
G —G. MONT	H —H. MONT	O —O. MONT	P —P. MONT

KINDERGARTEN ADVERTISING.

very wide latitude of differentiation allowed.

Each one of such advertisers, it is asserted, would gather strength from each other, and the insert would bring out this group of advertisers very effectively from the general body of advertising. It will be noticed, however, that far from being a "reduction of expense," this plan would increase expense, proving that you can't very well get something for nothing. The plan will have to be judged on its practical merits in contrast with its cost.

Something remotely like this has been achieved by the magazine classifications of advertising, starting with a general introduction. The mass effect thus secured has been of benefit, even though it has faced competitor against competitor.

Various "composite" advertising schemes have been tried with but small success. Such plans usually fail for the same reason that communism and socialism usually fail—they cramp individualities uncomfortably and are in the end

KOHLSAAT GETS CONTROL OF CHICAGO "RECORD-HERALD."

Frank B. Noyes, publisher of the Chicago *Record-Herald*, has given out the following statement:

"My friend, Herman H. Kohlsaat, has this day acquired the Chicago *Record-Herald*, and beginning this week the paper will be under his control."

Mr. Kohlsaat was formerly owner of the *Record-Herald*, retiring in 1903. No radical changes are contemplated, it is said.

With the sale of his stock Mr. Noyes relinquished all interest in the *Record-Herald*, but with the exception of his assumption of the office of publisher no change in the personnel of the staff is contemplated by Mr. Kohlsaat.

The new publisher denied rumors that in purchasing the *Record-Herald* he was acting for the syndicate controlled by Frank A. Munsey. He said the *Record-Herald* will not be for sale to anybody at any price.

"I am getting along in years, and in looking around for a work at which to spend my remaining days of life I gravitated inevitably into the newspaper business.

"No one is associated with me in the purchase of the *Record-Herald*. Following Mark Twain's advice, I have put all my eggs in one basket and intend to watch that basket."

It is understood that Mr. Noyes will return to Washington, whence he came to take charge of the *Record-Herald* seven years ago.

Hampton's prints second Edition January Number!

The January issue of Hampton's Magazine, published December 18th, was completely sold out on January 6th, and in order to fill the thousands of subscriptions which have poured in, we have ordered 30,000 additional copies. Every copy returned by the News Company the middle of January will also be needed for subscriptions.

Here is acknowledgment from our printer of first order for February:



Plant, 1100 Orchard

The Trow Press

Press, Directory, Printing and Bookbinding Company

Printers & Binders

Catalogs Magazines Color Work

201-213 East 12th Street

New York

January 5th, 1910.

R. W. Smith, President
J. W. Walker, Vice-President
J. F. Simmons, Treasurer
W. G. DeWitt, Secretary

Hampton's Magazine,
66 West 35th Str.,
New York City.

Gentlemen:-

We acknowledge receipt of your order of the 4th for 350,000 copies of the February issue of Hampton's Magazine.

We understand that you wish us to preserve the make-ready on all the forms, so that in case we receive instructions from you to reprint, we can deliver an extra edition without delay.

Yours very truly,

TROW DIRECTORY PRINTING AND BOOKBINDING COMPANY

Per

M. Stein

WPS:D

Surely advertisers who contracted at \$250.00 per page are getting big value. The rate is now \$300.00 a page, and the circulation will soon be over 400,000 copies monthly. A second edition of February may be necessary.

We reserve the privilege of advancing the advertising rate without notice, but, of course, contracts received now at \$300 will be accepted.

First March forms close January 25th. Last March forms close February 1st.

F. W. THURNAU
Western Adv. Mgr
1638 Tribune Building
Chicago

HOWARD P. RUGGLES
Advertising Mgr.
66 West 35th Street
New York

MANUFACTURERS UNITE TO ADVERTISE AUTO ACCESSORIES.

FIVE MANUFACTURERS CO-OPERATE IN SELLING EFFORTS—QUARTER OF A MILLION TO BE SPENT—BIG NEWSPAPER ADVERTISING—"CONSUMERS' CREWS" WORK IN CLOSE TOUCH WITH ADVERTISING EFFORTS—UNIFORM SIGN AND TRADE-MARK ADOPTED—"SLOGAN CONTEST" ON.

Selling is so sharply distinct from making that some peculiar manufacturing evolutions are being worked out here and there. A group of manufacturers making non-competitive products, but selling to practically the same people, are all obliged to maintain sales organizations which are in many ways exact duplicates of each other.

Business sagacity inevitably suggests combination in such cases; and that is the reason for the existence of the United Manufacturers, Inc., New York City, representing co-operatively the selling part of five automobile accessory manufacturers' business. This concern has just put in operation one of the most unique and thorough selling campaigns (in which advertising plays a big part) which has ever been planned.

First of all a trade-mark "standard equipment" was adopted. This trade-mark appears on all packages, on all printed matter and in all ads. Every dealer handling the goods has an enamel sign with the trade-mark on it. A big contest for a slogan to go under the firm's signature permanently has just been announced in the advertising.

The accessories sold are made by organizations related only in so far as they have delegated their selling to the United Manufacturers, Inc. These organizations are five of the oldest and most successful automobile accessory manufacturers: the Connecticut Telephone & Electric Co., the Jones Speedometer, C. A. Metzger, Inc., New York and New Jersey Lubricant Co., and the Weed Chain Tire Grip Co.

When everything was ready the directors of the new selling corporation called before them John M. Bruce and gave him this terse assignment: "Get results." Yes, he could spend money, and a lot of it, but each dollar must come back and find a place on the right side of the ledger. He was to be sales manager, and the United Manufacturers would stand behind him with cash, good goods and the right ideas of automobile trade policy.

It took Mr. Bruce just about

**STANDARD EQUIPMENT
FOR YOUR AUTOMOBILE**

WEED CHAIN
JONES SPEEDOMETER
JONES ELECTRIC HORN
MERCEDES-AUTOMATIC
BOTT-PROOF SPARE TIRE
MAVER VIBRATOR COIL
MOTOR

COMBINE THE BEST OF BOTH WORLDS AT THE
POST & LESTER CO.,
1085 CHAPEL STREET.

A FULL-PAGE AD IN DAILIES.

two minutes by the watch to decide that the most of his money must go into advertising. But it took him a good deal longer to hit upon the idea of his "consumers' corps" which should act as an adjunct to the newspaper advertising designed. In an interview Mr. Bruce talked freely about his plans, which are just now getting under way. He said:

"I plan to spend a quarter of a million dollars in promoting our sales. Nearly all of this will go into printers' ink in some form or other. The money will be divided about like this: \$60,000 for the magazines, including the trade papers, \$60,000 for catalogues and other special sales literature, and

the rest into newspaper advertising and the consumers' corps.

"These consumers' corps are something new, I believe. There will be three of them: one to operate along the Atlantic Coast, one to cover the territory from Chicago to the Gulf, and a third to work in the Coast cities. Each corps is made up of ten hustling men and a manager. Only consumers' corps number one is as yet doing actual field work. This corps was in Bridgeport last week and is now, the last week in December, in Springfield.

"To show you just how a corps goes to work: The men go into a town to remain a week. They call upon every dealer and all the automobile owners, explaining the line handled by the United Manufacturers. They go after business hard—we don't keep a lazy or a dull man long. As soon as they strike a city, they arrange for a show of our goods at the rooms of a leading automobile dealer. The automobile owners are urged to inspect it, and it is made very plain to all of them, as well as to the dealers, that the goods are to be sold by every reputable dealer. Indeed, each automobile owner is asked the name of his dealer, and that dealer, if he is square and not a price-cutter, is henceforth one of the units in our marketing machinery. Every other day a full-page advertisement is taken out in the best of the local dailies, talking about our line. You see that while a consumers' corps is in a town and stirring up interest, this advertising makes possible an immediate cashing in. The corps and the advertising run alongside and are planned to be of equal aid in creating local buying. When a corps moves on, so does the newspaper advertising. Within a year we expect to cover the larger part of the country, certainly all of the important towns, in this manner. You can judge from this how many newspapers we shall use before 1911 comes.

"Of course, the wiseacres on the magazines we did not patronize all predicted dire results from this 'idiotic' waste of money in 'direct' advertising, but we are satis-

fied with our 'folly.' Why, in New Haven, where we spent one week, we turned over to the dealers 565 separate orders for our lubricants alone from consumers. The consumers' corps is not a theory, it's a mighty successful fact. Naturally, the expense would be impossible to any one manufacturer, but division by five is the pleasantest sum I have to do.

"By the time one of these consumers' corps has gone through a town every dealer and every owner has come to realize three points that are all important in our campaign: First, that we try to reduce the cost of our product to the consumer; second, that we protect the honest dealer in every



BOOKLET FOR WINDSHIELD.

way possible; third, that we are enemies of the shoddy dealer and the price-cutter. Our advertising will urge that prices must be maintained if quality is to be assured.

"The newspaper advertising in conjunction with our consumers' corps is directed to get our goods to moving in special districts. Reinforcing this is our general advertising. We shall have at least twelve pages in the *Saturday Evening Post* the coming year. Our copy, always in full-page space, will also appear in *Hampden's*, *Literary Digest*, *Country Life in America*, *Everybody's*, *Cosmopolitan* and *Life*. The dealers carrying our full line will thus be made to understand the big effort we are making to bring trade into their shops. We anticipate that they will accordingly swing into line with enthusiasm and energy. To supplement the general mediums, we have on our list the following trade and class periodicals: *Cycle and Automobile Trade*

Journal, Motor, Motor World, Motor Age and Automobile. When the full force of our newspaper, general magazine and trade and class publicity is reached you can see that something has got to give way. Nothing will be left to chance. From the time our newspaper advertising begins to create interest, the consumer will be figuratively escorted to the shop of his dealer and there will be made to understand that the dealer is with us because we insist upon giving a square deal to himself and to the consumer. Each dealer will be provided with a large lettered sign, in black and orange, to be hung in the front of his store. This sign is identical in shape and design with that we are printing in all our advertising. Beneath this sign will be a slogan, for which we are advertising in the issue of the *Saturday Evening Post* of January 1st.

"Our advertising has been worked out with much care. In the first place our forty salesmen were asked to suggest what magazines and trade papers they found to be of especial strength in their territory. These suggestions were carefully considered by those who have direct charge of the placing of the copy. Our advertising is handled by the Rowland Advertising Agency, being under the direct charge of Clarence O. Sacks. You may have noticed that some advertising of the Metzger Automatic Wind Shield is appearing alone in some of the magazines. This is a little separate campaign carried on by Mr. Busser of the George Batten Agency, who is working in effective harmony with the Rowland Agency. John O. Powers, formerly of Powers & Armstrong, is retained by the C. A. Metzger Company as advertising counsel, and he, too, gives suggestions regarding the advertising. In view of the expert advice we have available, we do not believe any serious mistake has been made in our publicity plans.

"It was a problem at first how in each page advertisement we could present forcefully arguments for all United Manufacturers' goods. We finally hit

upon the scheme of featuring one seasonable product one month and then of subordinating this the next to give way to another item of our line, as the leader in the copy.

"After the New York Automobile Show, consumers corps number one will go to Savannah and thence work north. Our newspaper advertising will keep pace with its advance northward. I might state that we believe the South to be a great coming automobile market. Not only are the Southern states spending a good deal of money for good roads, particularly macadam roads, but the weather there is good most of the year. Then, too, this year the South is prospering as the result of a big and high-priced cotton crop. It is a mistake to think that the 'poor white' makes up the bigger part of the Southern population. The small farmer is learning how to make money and how to enjoy life. He is taking a fancy to automobiling. The machine, you see, does away with the one great drawback of rural life—isolation. It's useful, also, in a commercial way.

"I'm not guessing, when I say all this about the South. We had a phenomenal business at our Atlanta show recently. A man came to me there and bought 300 Jones Speedometers. He said he lived at Salina, Miss. I asked him how large the town was and he said it had 600 people. Think of that! Three hundred speedometers for that population! He said the country about his village had many farmers with automobiles and that he expected to sell all his speedometers within the next season."

Mr. Bruce went on to say that the moment a dealer was caught doing any funny business he would be cut off from handling any of United Manufacturers' goods. The legitimate dealer will be protected in every possible way. An order received at the home office will not be filled, if it comes from an auto owner, unless he gives the name of his local dealer. The latter will then be given the credit for the sale when affected.



You Will Use McClure's

If you need a magazine which has a strong influence on substantial people.

If you prefer to deal in definite quantities. The guaranteed average circulation of McClure's Magazine is 414,000 copies per month for twelve consecutive months.

If you like fair play and abhor special concession to a favored few. The rates to one advertiser are the same as to any other advertiser, under similar conditions.

If you want to be located with clean advertising.

If there is any object in building up trade that is not easily disturbed by fleeting emotionalism or attended by inconstant habits.

If you want a generous return for your investment.

Josiah Judson Hazen

Ernest F. Clymer
Tribune Bldg., Chicago
Egerton Chichester
Penn Mutual Bldg., Boston

Advertising Manager
44 East 23d Street,
New York.

The Greatest Gain in Display Advertising in One Year
Ever Made by Any Newspaper Was Made in 1909 By

The Chicago Examiner

4,138⁵⁶/₁₀₀ COLUMNS!

Here are the greatest gains in display advertising in separate years in the history of the world's journalism:

NEWSPAPER	COLUMNS GAINED	YEAR	NEWSPAPER	COLUMNS GAINED	YEAR
Chicago Examiner	- - - 4,138	1909	New York American	2,178	1906
Columbus Journal	3,769	1903	Worcester Telegram	2,160	1907
Los Angeles Express	3,681	1909	Toronto Star	2,105	1907
St. Louis Post-Dispatch	3,448	1906	Omaha News	2,060	1906
Indianapolis News	3,016	1909	Buffalo Courier	2,005	1901
Dayton Journal	3,003	1908	Winnipeg Free Press	1,838	*1909
Detroit News	2,907	1907	Omaha World-Herald	1,767	1906
Kansas City Star	2,732	1909	Syracuse Journal	1,683	1906
New York World	2,551	1905	Memphis News-Scimitar	1,594	1907
Washington Star	2,444	1906	Des Moines Capital	1,473	1907
			St. Paul Pioneer-Press	1,400	1909
			St. Louis Globe-Democrat	1,378	1909

Why The Enormous Gain Was Made

Detroit News 2,907
 Kansas City Star 2,732
 New York World 2,551
 Washington Star 2,450
 Chicago Tribune 1,594
 Memphis News-Scimitar 1,573
 Des Moines Capital 1,400
 St. Louis Post-Dispatch 1,399
 St. Paul Pioneer-Press 1,398

Why The Enormous Gain Was Made

CIRCULATION—BIG CIRCULATION—PROVED CIRCULATION—HOME CIRCULATION Did It. THE EXAMINER has a larger circulation delivered direct to the homes of subscribers than the Tribune and Record-Herald combined. THE EXAMINER'S circulation in the best residence districts of Chicago has been proven larger than any other Chicago morning paper.

THE EXAMINER'S subscription records are at all times open to inspection. They show more Chicago *city* circulation, and more HOME CIRCULATION, than the two next largest morning papers *combined*. THE EXAMINER has insisted upon keyed advertisements.

Results from Advertisements and Home Circulation Are Responsible for This Unparalleled Gain of 4,138 Columns Display Advertising in 1909

Kicks and Halfpence

"As one goes from John o' Groats to Land's End one gets more kicks than halfpence."—Old Saying.

By Earnest Elmo Calkins

Advertising a restaurant is a delicate matter because a restaurant is so much a matter of taste, just as are books and plays.

A good restaurant appeals to a certain sophistication, and is best advertised by word of mouth—by a knowing one passing the tip on to unknowing ones—just as a play or book is spread.

All the world has heard of Marguery's, Joseph's, Frederick's, Voisin's in Paris, and in our own city, the Café Lafayette (formerly Café Martin), but not through advertising—at least, not the kind of advertising that is understood when writing for PRINTERS' INK.

A taste in restaurants is just as hard to classify and just as discriminating as a taste in books.

You can only recommend a restaurant to a man who has your own point of view, just as you would not recommend William J. Locke or William de Morgan to those who prefer Robert W. Chambers and Archibald Clavering Gunter. There are lots of restaurants of the Robert W. Chambers' class, but not many which have the atmosphere of The Beloved Vagabond.

And so the advertising of a restaurant becomes the exploiting of so much food, or, in some cases, of so much gilt and tinsel, linen and glassware, rather than the expression of a concrete entity made up of as many living touches as a masterpiece by Childe Hassam or Alexander.

* * *

There has burst out in the pages of the New York newspapers an advertisement in the bluff, blatant style with which such places are always opened in New York City, announcing a new restaurant which cost \$4,000,000.

It is very certain that the proprietor expects to get the \$4,000,000 back from New Yorkers and

those who, when they are in New York, do as New Yorkers do, and that in a very short time.

Here is the advertisement:

CAFE DE L'OPERA

Restaurant de luxe

1457-63 Broadway New York
(near Forty-Second Street)

Opening Wednesday, the Fifteenth of December, Nineteen Hundred and Nine. Tables may be reserved now for the Opening and for New Year's Eve. Evening dress respectfully requested.

Management of

HENRI PRUGER (President)
for past seven years General Manager of the Savoy Hotel, London.

Of course, it will be a success. This sort of restaurant always is in New York, and before long people in evening dress by special request, will be handing the head waiter twenty-dollar bills merely to secure the right to sit at a table, and paying the check boy so much for hanging up their hats and coats, so that the income from these alone will be a large part of the proceeds of the management.

It scarcely needs the line "Seven years Manager of the Savoy Hotel" to stamp this new restaurant as of the same piece with the noteworthy London institution of graft, extortion and shoddy aristocracy. That single line, "Evening dress respectfully requested," is in the same class with the notice posted upon every room in the Savoy Hotel in London, advising people, in the same polite language, that they will be thrown out if they attempt to eat any food in the ultra-swell restaurant of the Savoy Hotel without wearing the sort of clothes which Henri Pruger considers in keeping with the "classy" aspect of his restaurant.

Of course, a man who has had so much experience in running a

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hotel exclusively for Americans in London, knows how to advertise to instruct New Yorkers and those visiting here how to dress before they eat in one of his particular kind of cafés, and the delicate and tasteful advertising of the Savoy will probably be duplicated for this new, "high-priced" eating place in New York City.

* * *

Aside from the evening dress compulsory notice on the walls of the rooms of the Savoy, you will find elsewhere advertised, particularly for the benefit of Americans, the fact that the Hotel Savoy is the most fashionable hotel in the world. For a hotel to advertise its fashionableness is like a woman's advertising her virtue. A hotel is fashionable or not fashionable, but no hotel is made fashionable by claiming so. In fact, the claim may be taken as a very reasonable ground for suspecting the contrary, just as in the case of a woman and her virtue.

If to be fashionable means to have a crowd of gorgeously dressed people clamoring for tables every night, if it means that even a guest of the hotel cannot eat in the Parisian dining-room if the management for any reason suspects that he will not dress up to the standard demanded, if anything can be exclusive that holds a crowd as large as gathers at a horse show, and is open to anybody, no matter how coarse and vulgar, provided he has plenty of money and plenty of clothes, then the Savoy is fashionable.

But no advertising in America has been any more crude and snobbish than the advertising of the Hotel Savoy, exploited in American papers, until now we have an imported advertiser in the person of the manager of this new Café de l'Opera, who will probably use the same style to convince New Yorkers that his is the smart place. Of course, it will succeed. All places of this kind have succeeded in America, and nowhere else would they succeed, except when run for the benefit of Americans. It is safe to say that the Hotel Savoy would not last a min-



Here's something more on the "Syracuse Situation":

During the year 1909 the SYRACUSE EVENING JOURNAL carried 214,042 inches of advertising, a GAIN of 18,599 INCHES over the year 1908.

The Herald carried 227,270 inches, a LOSS of 4,483 INCHES over 1908.

The Post Standard carried 217,388 inches, a GAIN of 967 INCHES over 1908.

The next time anyone attempts to explain the "Syracuse Situation" to you, ask them for figures and have them put them down in black and white and attach their name to them just like we do to the above.

The SYRACUSE EVENING JOURNAL offers to-day an opportunity to buy publicity in Syracuse at a price and with effectiveness, never before known. It is not a thing of the past, but a pronounced factor of the present.

SMITH & BUDD CO.,
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third National
Bank Bldg., St. Louis.

To Advertising Solicitors

It's this way—

We're doing things that we believe no other agency in America is doing to insure the success of our Clients' advertising. We're factors in everything from trademarks to trade aids—then we get out and enthuse the salesmen.

Things don't get snowed under with us—instant action to take advantage of the opportunity—and the backbone of everything—*copy*.

We must make good on Copy, and we know how—we handle local service accounts (one pays us \$6,000.00 per year), and theories don't go with them.

Our ability to make good on the Copy and Nationally as well as locally is proven by our National Successes.

* * *

These things don't merely mean selling magazine or newspaper space—they mean Sales Promotion Plans—with everything for the Advertiser clear cut and determined on months ahead.

And we want the man who understands these things—who knows what they mean and can talk them enthusiastically.

There's a big opportunity for the right man, bigger than appears at first glance. And we want the right man.

If you think you fill the bill, tell us all about yourself by letter. Confidentially, of course.

Address, Main Office

The Ireland Advertising Agency
Philadelphia

ute if it depended on English men and English women for its patronage.

* * *

There is promise of an interesting line of advertising in this opening announcement. For instance, as a trailer for the next ad, why not this:

"The management respectfully requests its guests not to eat their pie with a knife."

Week after that:

"Guests found drinking from finger-bowls will be excluded from the restaurant."

It would seem that any restaurant which did not, from its own social atmosphere, demand appropriate dress, could not secure that atmosphere by any amount of advertising.

It is not the custom in New York City to wear evening dress in the evening at restaurants, theatres or even the opera, as it is in any of the capitals of Europe, and for any restaurant to make dress the basis of admission is an attempt at snobbishness which would be tolerated, as I said before, only in New York City.

A "CLOTH TEST" FOR CLOTHING.

THE HOUSE OF HOBBERLIN.
TORONTO, CAN., Dec. 31, 1909.

Editor of PRINTERS' INK:

I am enclosing you some clippings of recent ads which attracted great crowds to our stores, and stimulated business wonderfully. The writer conceived the idea of utilizing our "cloth testing" machine for advertising purposes. The ads explain the methods we followed, and as will be seen were most effective. During certain hours of the day we kept a man in the window, and provided him with a series of blackboard cards, upon which he pasted each piece of cloth "tested," giving the exact number of pounds in textile strength. It had the effect of directing attention to the goods in an entirely "new" way. We are very much pleased with the results.

T. M. HUMBLE.

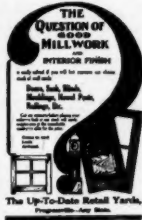
BIG HOE PRESS INCORPORATION.

R. Hoe & Co., New York, have just incorporated with capital of \$8,875,000 to carry on the well-known business of the Hoe printing press manufacturers. Arthur C. James, Otto T. Bannard and others are the incorporators.

**STIRRING UP MORE LUMBER
ADVERTISING.**

**AMERICAN LUMBERMAN.
CHICAGO, DEC. 31, 1909.**

Editor of PRINTERS' INK:
In looking over this week's issue of **PRINTERS' INK** we noticed the article by J. George Frederick on "How Yellow Pine Lumber Might be Advertised in the Newspapers." This article interested us very much as we are carrying on a campaign among our retail lumbermen subscribers to induce them to use more and better advertising of their lumber products in the local newspapers. To assist the retailer in preparing these advertisements we send out sample ads of the various lumber



products the retailer handles in the different sections of the country, free of charge.

We are enclosing herewith a little booklet containing a dozen of these ads recently prepared by our advertising department and issued to those of our subscribers who care for our assistance. This little booklet does not happen to contain any advertisements devoted especially to yellow pine products, but we are getting out another series for the retailer boosting this kind of lumber.

We prepare much of the advertising carried in the *American Lumberman* for lumber manufacturers (as well as for many of our machinery manufacturers) and quite frequently originate trade-marks and slogans, etc., for our advertisers.

W. W. ZIMMER,
Advertising Service Department.

The *Southwestern Farmer*, established five years ago in Houston, Tex., has been acquired by a new company, of which Albert Watkins, Jr., is president and manager. It is doing some unusual things—advertising a free land information bureau, for instance, in big Sunday dailies in the East. An experimental farm is to be started. It claims to be putting on 1,000 subscribers a week.

The Orange Judd Company has just issued an interesting booklet called "Visiting Typical Farmers' Homes." It is the account of a trip made by E. C. Powell with photographers and editors, securing almost two hundred photographs and much data further clinching the remarkable facts of farm prosperity.



An advertiser writing from Decatur, Indiana, under date of December 29th, said: "To write this letter makes me think of my boyhood days when I used to carry the **UTICA GLOBE**. It is like writing to an old friend. I have seen the **GLOBE** ever since I was big enough to read. My father has taken the paper for nearly twenty-eight years." That's real **Globe** spirit. The **UTICA**

SATURDAY GLOBE

For nearly thirty years has been going steadily ahead. Its place in the home has become a fixture. Respect, esteem and confidence have been earned.

Nearly one hundred and forty thousand homes of thrift, comfort and intelligence welcome it week after week.

And those, too, in one of the most prosperous and responsive sections of the United States and the world, *largely interior New York, New England and adjacent states.*

We want to lay the facts and figures before you.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

NINE MAGAZINES' COMBINED READERS BY STATES.

INTERESTING COMPILATION SHOWING THE EXTENT OF MAGAZINE READERS IN VARIOUS PARTS OF THE COUNTRY—NEW YORK, PENNSYLVANIA, ILLINOIS AND CALIFORNIA LEAD—A TOTAL OF OVER TWENTY-TWO MILLION READERS.

It has often interested advertising men to speculate as to the total combined circulations of the magazines in the various sections of the country.

A few advertisers have taken the trouble to compile a single set of circulation figures covering their mediums, but rarely by states. A somewhat liberal estimate has frequently been made for the purpose of impressing the dealers concerning the demand being created for an article; but this also has seldom been by states.

In view of this, it is very interesting to examine the figures compiled some time ago by Sherman & Bryan, New York, advertising agents, for Alfred Benjamin & Co., men's clothing advertisers. These figures represent the combined circulations of *Everybody's*, *Munsey's*, *McClure's*, *Cosmopolitan*, *Red Book*, *Review of Reviews*, *Outlook*, *Saturday Evening Post* and *Collier's*—all multiplied by five, to arrive at the accepted average of readers in each State. The figures follow:

Alabama	164,355
Alaska	9,840
Arizona	67,635
Arkansas	159,045
California	1,427,400
Colorado	370,915
Connecticut	416,200
Delaware	34,625
District of Columbia	202,615
Florida	121,230
Georgia	218,376
Idaho	351,620
Illinois	1,599,840
Indiana	544,055
Iowa	535,240
Kansas	348,245
Kentucky	206,255
Louisiana	216,905
Maine	218,200
Maryland	242,435
Massachusetts	1,329,615
Michigan	642,545
Minnesota	506,135
Mississippi	116,605
Missouri	506,060

Montana	146,325
Nebraska	327,080
Nevada	45,575
New Hampshire	114,120
New Jersey	485,365
New Mexico	51,800
New York	2,830,250
North Carolina	139,475
North Dakota	120,885
Ohio	1,289,080
Oklahoma	166,000
Oregon	225,135
Pennsylvania	1,649,170
Rhode Island	177,820
South Carolina	99,605
South Dakota	132,085
Tennessee	238,070
Texas	509,525
Utah	102,290
Vermont	103,495
Virginia	224,390
Washington	558,680
West Virginia	167,265
Wisconsin	485,565
Wyoming	144,375
Canada	612,625
Cuba	1,300
Guam	15
Hawaii	5,035
Mexico	9,400
Panama	500
Philippine Islands	2,185
Porto Rico	580
Foreign	366,040
Indian Territory	33,900
Total	22,144,626

These figures show many interesting things. For instance, California shows more readers than Massachusetts and very few behind Illinois. The three Pacific Coast states show altogether a total of 2,201,215 readers of nine magazines, or as many as Ohio, Indiana and Michigan, or almost as much as all New England. The leading individual states are New York, Pennsylvania, Illinois, California, Massachusetts.

In 1905 the Census Bureau made some investigations of circulations of monthly periodicals of all classes and found a total circulation of 64,306,155, which figured a population per copy of 1.29. The Benjamin figures indicate a population per reader of about 4.01, which, of course, does not mean per copy. At that time, the circulation of monthly periodicals was concentrated in ten states to the extent of 91.6 per cent, showing a distinct scattering tendency, then, as in 1850, ten states held 99.2 per cent of monthly circulation. It is interesting, also, to note in the Benjamin figures the quite considerable readers outside of the United States—about 1,060,000, or about 5 per cent of the total.

Barking up the Same Tree

It certainly is remarkable how advertisers will flock one after another in the same media year after year, all endeavoring to sell the same trade.

A medium becomes fashionable and immediately advertisers tumble all over themselves in an effort to be represented—forgetting that each additional advertiser increases competition far in excess of any new demand. In one issue of a popular weekly, 26 different clothing accounts were represented.

Get away from it all and come into a field which represents nearly 35 per cent of the people of every state—the successful business farmer and his family.

The Farmer's Wife

The Largest Farm Paper for Women

has 150,000 paid-in-advance subscribers among the middle west farm homes. Circulation guaranteed by Association of American Advertisers—Each subscription stops when time is up.

The Farmer's Wife is read because of its helpful instructive information on how to improve and better the farm home.

Three out of every four purchases in the middle west towns are made by farmers' families living in the surrounding country—only ten per cent of their buying is done through the mail.

Among the other new accounts booked for 1910
we have the following:

Uneeda Biscuit

New Home Sewing Machine

Larkin Soap

Farm Journal

De Lavel Separator

Times Square Auto Co.

Let us tell you more about the possibilities for selling almost any advertised article to the middle west farmer and his wife.

Our booklet entitled "A FEW OF THE THINGS THAT FARM WOMEN BUY" we will send to any inquirer.

WEBB PUBLISHING CO., Publishers

St. Paul, Minn.

GEO. W. HERBERT,
Western Representative,
1736 First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, INC.
Eastern Representatives,
41 Park Row, New York.

"RUBBERSET" ADVERTISING BLAZING WAY FOR COMPANION PRODUCTS.

AN OLD PRODUCT BEING MARKETED WITH NEW EFFECTIVENESS—DISTRIBUTION BEING EXTENDED—A BIG TOOTHBRUSH CAMPAIGN TO START IN MARCH—THE RESULT OF ARGUMENT VIGOROUSLY APPLIED.

It's one thing to make a good specialty—it's quite another to market it. This advertising bromidiom has never been more aptly illustrated than in the interesting rise and progress to a national market of the Rubberset Shaving Brush.

It would be unfair to charge a failure to understand this now established axiom of trade to Andrew Albert, Sr. Mr. Albert was somewhat of an inventor and he hit upon the idea of setting the bristles of a shaving brush in vulcanized rubber years ago when marketing conditions were in a state of transition from the old era when a promoter sent good goods out like waifs into the business world to make their own way into the consumers' favor. The new period of national advertising was just opening. So many products, good and bad, had gone out unheralded that users very cannily had come to look upon unknown wayfarers as open to suspicion.

So it was that the rubberset brush, then not called Rubberset but going under another name, sold only in a desultory way, and at that in restricted localities. The peculiar merit of the brush was of course explained across the counter—sometimes—and in occasional leaflets. But that was about all. The trade conditions were becoming so complex, that people who could be made consumers by widespread exploitation remained ignorant that the patent process of setting the bristles in vulcanized rubber made Mr. Albert's brush of peculiar value to their shaving comfort.

It remained for Andrew Albert, Jr., to perceive how advantageously the brush might be pushed

into national consumption. It was necessary first to change the name. The importance of a new christening could not be blinked. A term must be found that would be descriptive and terse. "Rubberset" was chosen and a trademark was secured for it. Preparations were then made for advertising in a national way.

In the three years or so since copy was first put out, Rubberset has become one of the best known fixtures of the magazines. The appropriation for advertising is quite large.



TYPICAL MAGAZINE COPY.

Mr. Joseph Kauffman, of the Federal Agency, in an interview, said:

"Whenever possible, Rubberset goes on the back cover page, where colors may be used, to impress the brush's merits into the understanding of all shavers, big and little.

"Effort of an extraordinary kind has been made to secure a widespread distribution. Few other articles have been brought to the dealers' attention and the dealers' shelves more forcefully than the Rubberset brush. The promoters keenly realized that in proper distribution lay their hopes of mak-

ing their advertising pay. At first the article was put out through the drug stores; department and hardware stores were added, and only recently the brush has found its way into men's furnishing-goods stores.

"The brush has been exploited at a propitious time. Public interest in shaving accessories has been increased and put on the *qui vive* by the enormous publicity attending the sales of safety razors. Accordingly, Rubberset has found men the country over in a frame of mind to readily extend attention to a companion article to razors."

The copy has been of the reason-why sort—not of the general publicity variety. The aim has been to instil dynamic selling force. One of the recent ads is particularly strong in this way. Some readers may smile at the details, however. It shows a giant Rubberset brush cut in twain by a midget of a man with a saw so small that it would hardly sever one of the bristles. One half of the brush is standing and the other half is prone. On the latter stands the sawyer, who points in an instructive way to the vital feature of the brush—the bristles sunk deeply into a bed of vulcanized rubber. And that is indeed what the attention first strikes upon, as was designed. What matter, then, that a few ultra consistent critics note what a job that very little saw and Tom Thumb of a man must have had in slicing down through that monster of a Rubberset?

This campaign becomes still more significant when it is noted that the Rubberset brush is made the pioneer to blaze the way for other "Rubberset" toilet articles. Plans have just been completed for a Rubberset Toothbrush campaign. The toothbrush swings into line with the same unique feature of a vulcanized rubber bed gripping the bristles. The missionary work performed by the Rubberset Brush publicity is expected materially to benefit this follow-up toothbrush. The Rubberset Shaving Brush has been worked into the favor of the deal-



"The South's Greatest Newspaper"

The Memphis Commercial Appeal

Statement showing Advertising
Space carried in agate lines
1908 and 1909

	Agate lines
Total Space, 1909.....	7,534,296
“ “ 1908.....	6,988,352
GAIN	545,944

Divided as follows:

	Agate lines
Local Display, 1909....	4,604,936
“ “ 1908....	4,333,798
GAIN	271,138

	Agate lines
Classified, 1909.....	1,774,220
“ 1908.....	1,596,868
GAIN	177,352

	Agate lines
Foreign, 1909	1,155,140
“ 1908	1,057,714
GAIN	97,426

CIRCULATION AVERAGE

1909—Daily 48,978	Sunday 70,179
1908— “ 43,786	“ 63,793
GAIN Daily 5,192	Sunday 6,386

"Pre-eminent and pre-dominant
in its great field."

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

ers and the consumers, and along its hard won trails will, it is believed, follow much more easily the newcomer of a toothbrush.

No newspaper or street car advertising has yet been done. Nor has outdoor advertising of Rubberset appeared, except in a comparatively small way in New York city.

By means of catalogues and other literature the retail trade is kept constantly gingered up. About twenty per cent of the advertising appropriation is spent in this way.

Some of the magazines carrying Rubberset Brush copy are: *Saturday Evening Post*, *Collier's*, *Associated Sunday Magazines*, *Literary Digest*, *Munsey's*, *Everybody's*, *Review of Reviews*, *Cosmopolitan*, *American*, *Red Book*, *Argosy*, *Pacific Monthly*, *Sunset*, *Life*, *Outlook*, *Scribner's*, *System*, *Bookkeeper*, *Puck*, *Judge*, *Leslie's*, *Hampton's* and *Field and Stream*.

The advertising of the Rubberset Toothbrush, which will begin in the March magazines, will go into the women's magazines. Some of the mediums that will carry this new account are: *Ladies' Home Journal*, *Quarterly Style Book*, *Butterick Trio*, *Good Housekeeping*, etc.

The Namrod Advertising Agency, of 29 Broadway, New York, would like to have sample copies and advertising rates from farm papers throughout the United States.

Dwight Allyn, a former newspaper man, has become chief owner and manager of the *Ten Story Book*, a magazine published in Chicago.

Charles R. Long has been made a partner with John A. Wallace and William C. Sproul, proprietors of the *Chester*, Pa., *Times*.

The Des Moines Commercial Club is planning to make two trade boosting excursions through the West on trains which will spread a great deal of advertising literature, and make other "boosting" efforts.

The Dixon, Ill., *Daily Star* and the *Dixon Sun* have been consolidated into the *Dixon News*. W. S. Block and Theodore Fuller will both manage the new paper.

At the annual meeting of the Newspaper Representatives' Association, of Chicago, December 18th, the following officers were elected for the coming year: E. C. Bode, president; W. H. Kentnor, vice-president; Geo. F. Dillon, secretary; Elmer Wilson, treasurer. Board of Directors: C. A. Barnard, A. E. Chamberlain, E. S. Wells, Jr.; E. C. Bode, Geo. F. Dillon. Promotion Committee: W. Y. Perry, Geo. W. Mason, R. J. Virtue.

The Collin Armstrong Advertising Company announces that Thomas W. Cridler, who for twenty-eight years was connected with the Department of State at Washington, the greater part of the time as chief of the Diplomatic Bureau and Third Assistant Secretary of State of the United States, has been elected vice-president of the Collin Armstrong Corporation.

The distribution of advertising literature and the tacking of advertising signs in public places at Champaign, Ill., is to be punished by a fine of from \$3 to \$50, if an ordinance now before the city council of Champaign is passed.

John A. Reddon, part owner of the *Crockery and Glass Journal*, New York, has withdrawn his interest and will start a new publication along the same lines, together with Joseph F. O'Gorman and P. H. Brown, of the O'Gorman Advertising Agency.

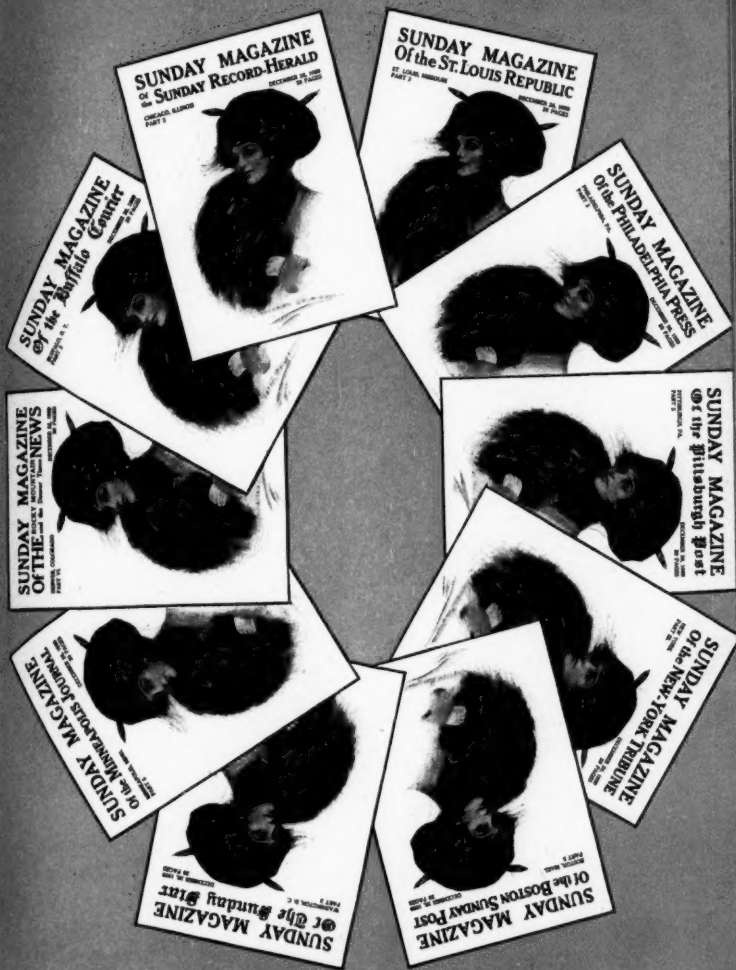
White & McTigue, New York, are a new firm of farm paper representatives. They represent the *Rural Farmer*, Philadelphia; *Farmer's Success*, Red Bank, N. J.; *Farmer's Union News*, Union City, Ga.; *Farm and Dairy*, Peterboro, Ont.

A quite unique method of publicity is reflected in a new type face put out by the Keystone Type Foundry called "the Ayer series," after N. W. Ayer & Son, Philadelphia. This type is appearing in the Ayer ads on **PRINTERS' INK's** front cover. It is being widely complimented.

Edward Slocum, advertising manager of Kirschbaum & Co., clothiers, Philadelphia, has joined the Richard A. Foley Agency.

George J. Chase, well-known in Eastern advertising circles, has joined the advertising staff of *The Housewife*. Mr. Chase was formerly with the George Batten Company and for the past year has been connected with the department of classified advertising of *Collier's Weekly*.

A new and rather unusual effort is being made by the Agricultural Department at Washington to give the farm women the same facilities for scientific study of their business that has made agriculture so strong. Plans are now under way for a systematic plan of organization of farmers' institutes for women.



GETTING UNDERSTOOD



THE other day an advertiser who knows the history of the Associated Sunday Magazines congratulated us. He knew of our substantial though not spectacular gain of \$133,000 in 1909 over 1908.

He said, "I am not at all surprised to hear of your gain this year; but what does surprise me is that you did not gain more. What is the answer?"

Well, as much as anything else, because the Associated Sunday Magazines' circulation of more than one million one hundred thousand copies each week is almost all home delivered.

Curious answer, in view of the universal demand for home circulation?

Yes and no. Remember, we don't have daily display on newsstands. Yet many a small magazine which does not average a sale of 100,000 copies a month is displayed on every newsstand of any size throughout the country.

Take a manufacturer in Utica, Tyrone, or Ann Arbor. For years he has been working day and night to improve his product and increase his output. To advertise has been his great ambition. He has pored over the advertising pages in popular periodicals and has been hungry for the day when he would see his name and the name of his goods in the big magazines he has read for many years. Finally, his business is worked up to the point where he believes he can advertise it profitably.

He picks out in his own mind some of the publications he would like to use and writes a letter to one or two of them asking for rates.

In the end he makes an appropriation of fifteen to twenty thousand dollars for the first year. When he finds out what a small amount of advertising space this large sum of money will buy he is disappointed. He had thought that with such an appropriation he could cover a far wider field.

Of course he wants to use the publications that have appealed most strongly to him, the members of his family, and his personal friends. Just to make sure that he has not overlooked or forgotten any important magazines, he will go to the newsstand and see which are most prominently displayed.

Then he makes up a tentative list of fifteen or twenty-five well known monthlies and weeklies he would like to use, knowing at the time that some of them will have to wait for a year or two until he can afford to increase his appropriation.

Are the Associated Sunday Magazines on that first list? No, sir; he is not experienced enough in advertising to size up the situation.

His advertising experiment costs him more than he anticipated. The booklet work and the follow-up work, added to the cost of his magazine space, make his first year's publicity campaign a pretty trying one.

Not many manufacturers have the experience of seeing the opening campaign turn out so successfully that they can materially increase their first year's appropriation when they make up the second year's list.

Our manufacturer has learned a lot in twelve months. Among other things, he has learned the value of repeated insertions, of thoroughly canvassing his chosen field. He probably decides when he makes up his second year's list that he ought to use the same magazines over again and get the benefit of the first year's expenditure before making any changes in his list.

He knows about the Associated Sunday Magazines by this time; but he hasn't the extra money for sufficient space in this great advertising medium, so another twelve months roll around without the Associated having his copy.

The third year he has begun to figure his costs in advertising. He knows values as he did not know them when he began

his publicity work. Now he has found out that a million one hundred thousand odd copies of the Associated Sunday Magazines are worth more in bringing results—selling goods—than the combined circulations of a half-dozen small magazines in which he was originally interested.

Advertising has long ceased to be a matter of personal pride with him; it is a matter of dollars and cents—the best value for the money.

He has learned about the interlocking circulations of our ten great newspapers; he has been on our mailing list and has seen copies of the Associated Sunday Magazines with date lines from the Atlantic Ocean to the Rocky Mountains, from Minneapolis to Washington, from Buffalo to St. Louis, with the imprints of

Chicago Record-Herald
St. Louis Republic
Pittsburgh Post
Philadelphia Press
New-York Tribune

Boston Post
Washington Star
Minneapolis Journal
Denver News-Times
Buffalo Courier

He has read our circulation statements showing the actual number of copies

that are sold each week in more than eleven thousand cities, towns, and villages.

He has studied our editorial contents and has read our stories, and knows the kind of appeal they make, the kind of people who read them. He has found that many of the most successful—yes, and most of the famous—national advertisers have been using the Associated Sunday Magazines all the time he was advertising elsewhere.

Do we get his business then? We do, and without very much trouble either, and, what's more, we hold it.

Some advertising agents fight to put the Associated Sunday Magazines on the first list of a new advertiser. They want to start him right—to give him the greatest value possible for his money straight from the beginning. Others, anxious to secure a good new account from a hard headed business man, are inclined to follow the lines of least resistance, giving the advertiser his way as much as possible, letting the Associated and the future take care of themselves.

When you stop to think of it, it's a pretty hard job for an advertising agent to have at his tongue's end all the good points of each one of twenty-five prominent advertising mediums. Ask a representative of any one magazine if he does not have a good deal of difficulty in successfully representing just one magazine of independent circulation. It is no small matter for our trained representatives to put our goods on the counter and show an advertiser the real worth of the Associated Sunday Magazines. It takes time and good, patient work.

Our manufacturer that I have described is not a rare case. There are a good many of him, and combined they furnish a very healthy proportion of magazine advertisers.

Nowadays, when we solicit advertising from a new man, we ask him how he judges values. If he judges by the editorial contents, (which he is well able to analyze for himself), plus a proved circulation, we are mighty glad to submit the case on that basis,—the editorial value of

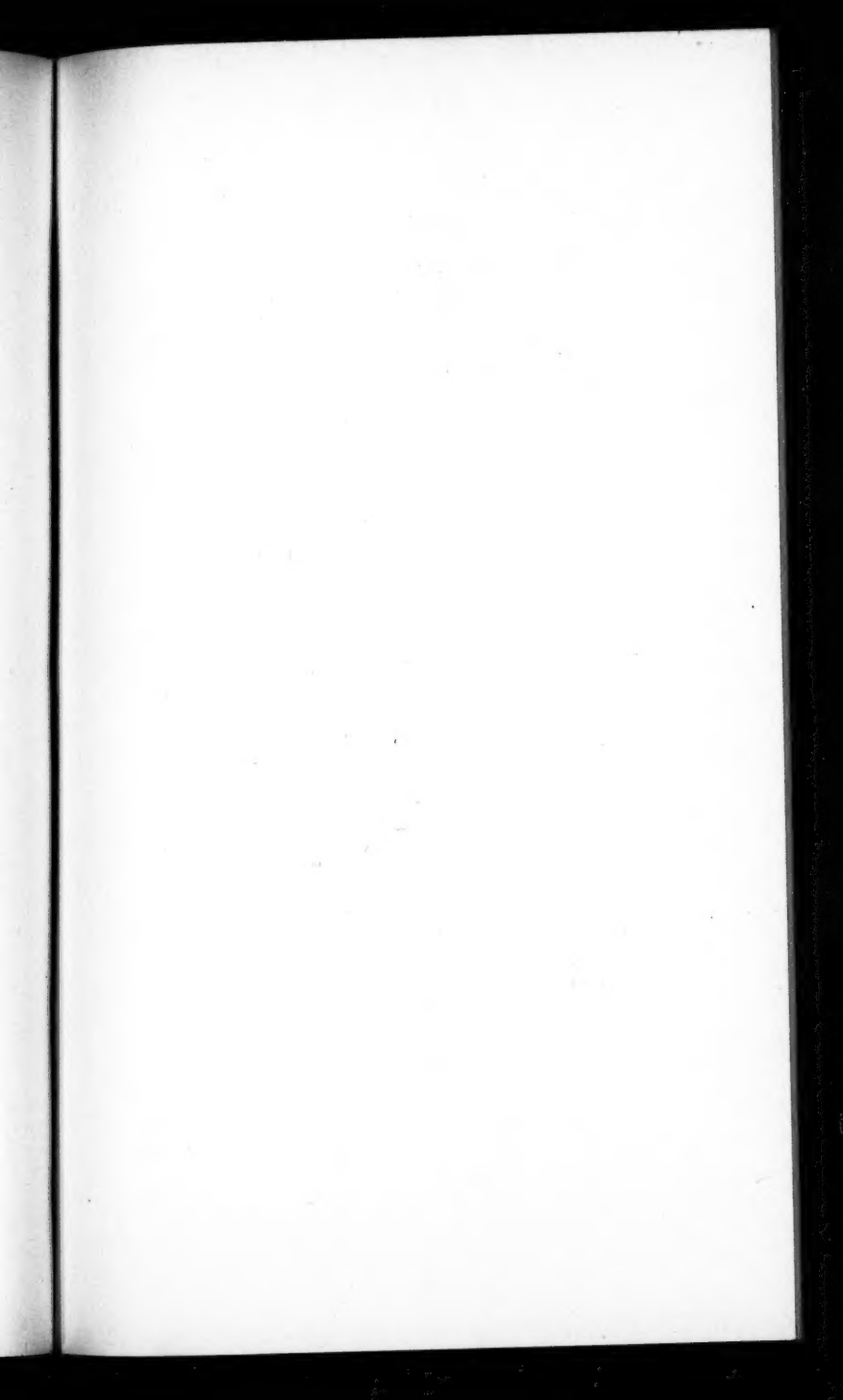
the Associated Sunday Magazines plus a detailed circulation statement.

If he is the kind of man who says he does not advertise in publications that necessarily appeal to him or to his friends, but in those publications which have proved their value to advertisers of known standing, we ask him to look over the records of insertions of those advertisers.

Experienced advertisers spend their money in the Associated week after week, month in and month out, because the Associated pays, and a lot of the biggest have no hesitation in saying so.

I think the foregoing is one of the reasons why we have gained only \$133,000 in advertising in 1909 instead of the \$233,000 or the \$333,000 we should have gained.

ASSOCIATED SUNDAY MAGAZINES,
Incorporated





Detailed circulation statement, rate card and copies of
the magazine will be mailed to any advertiser on request.

The Associated Sunday Magazines

INCORPORATED

1 Madison Avenue, New York

Record Herald Building, Chicago, Ill.

Issued every week co-operatively by and simultaneously as a part of the Sunday editions of

CHICAGO RECORD-HERALD
ST. LOUIS REPUBLIC
PHILADELPHIA PRESS
PITTSBURGH POST
NEW-YORK TRIBUNE

BOSTON POST
WASHINGTON STAR
MINNEAPOLIS JOURNAL
DENVER NEWS-TIMES
BUFFALO COURIER

WHY SHOULD MAGAZINES BE SACRIFICED TO THE POSTAL DEFICIT?

SOME COGENT REASONING AND PRESENTATION OF FACTS TO EXPLAIN THE FALSE LOGIC BEHIND THE PROPOSAL TO INCREASE SECOND-CLASS RATES ON PERIODICALS—PENALIZING DISTANT SUBSCRIBERS—THE POST-OFFICE BUSINESS PRODUCED BY MAGAZINE ADVERTISING—IF POST-CARDS WERE ALLOWED TO BE PRINTED IN MAGAZINES—IF MONEY STAMPS WERE SOLD.

By *Wm. H. Beers.*

Vice-President, the Circle Publishing Company, New York.

The responsibility for the post-office deficit has been attributed to the magazines by both President Taft and Postmaster-General Hitchcock.

President Taft hints to Congress that the rate to magazines should be nine cents a pound—the cost per pound to handle second-class matter the average magazine haul of 1,049 miles, about the distance from New York to Chicago. The rate of the Wells, Fargo Express Company to Chicago is \$2.50 per hundred pounds, or two and one-half cents per pound. The Wells, Fargo Express Company recently declared an extra 300 per cent dividend!

Express companies will also carry magazines at one cent a pound east of the Ohio and Pennsylvania state lines. Can it be that the express companies are after the pound rate business? What's the answer? The express office is near the post-office in thousands of towns. Shall we call at the express office for our magazines in future, or will they be delivered by men in blue instead of gray?

President Taft says it costs nine cents a pound to handle second-class matter, and believes that the rate to magazines should be increased. Postmaster-General Hitchcock suggests that zones be created with a varying pound rate in proportion to the distance of the haul. This is not practicable. The benefits of the post-office department should be equally enjoyed by

all citizens. The subscriber in California should not be penalized because of his place of residence. He would be under the zone system, as subscription rates would be different for each zone. A few enterprising magazines might locate their mailing offices in the center of the United States to keep down subscription prices. This is hardly probable, however, as the zone system is too discriminating.

All attempts at the solution of the problem by the Government have been along the line of increasing charges, rather than of reducing expenses. The magazine has been picked out as the scapegoat. The magazine and its work should be analyzed. It can easily be shown that the magazine is really the goose that lays the golden egg for the post-office department. Instead of chasing the goose with an axe, a more conciliatory attitude on the part of the post-office department would show the wonderful vitality and producing powers of the magazine goose, and golden eggs galore could be gathered. Enough to meet any deficit that franks can find!

No private institution could develop or support a sales or business creating force that can equal the work the magazines are doing for the post-office department.

When the Government originally extended the pound rate to publications it was for the benefit of the reading public. It was to give the reading public, especially in isolated communities, news, art, literary, and educational advantages at a minimum price. It was an educational endowment. A deficit was expected and looked for! Mr. Taft now refers to this gift to the people by the Government as "an enormous SUBSIDY to the newspapers, magazines," etc. Any increase of rate is a tax on knowledge.

The great power of advertising was unknown at the time the pound rate was introduced. Now we have the real big layer for the Government—the advertiser—being attacked. President Taft's message to Congress on the sub-

ject of rates, when stripped, blue penciled, and analyzed, infers that the magazines should pay nine cents per pound instead of one because "They are much heavier than newspapers, and contain a much higher proportion of advertising to reading matter," etc.

Magazines are much heavier than newspapers. One magazine can be handled for the same amount it costs to handle a number of small papers. The handling and delivery of a number of small packages is supposed to be more costly than one slightly heavier—that's why we have different classes. The comparison of the amount of advertising in magazines and newspapers in proportion to the reading is open to discussion—anyway, both could carry more.

But now to the point: The amount of advertising carried by magazines seems to be the excuse for raising the rate of transmission through the mails. The greatest creative business force that the Government has is to be taxed! This is the advertisers' reward for planning how to make people buy postage stamps!

First, the advertiser co-operated with the Government in helping to give the public a lot of good reading at a low price. Many magazines that the reader pays \$1.00 or \$1.50 per year for cost from \$1.20 to \$2.10 to produce. The advertiser pays the difference to be with good company.

Ninety per cent of the announcements of advertisers are designed to bring inquiries that are in turn acknowledged by mail, and a correspondence is developed that means the ever-present postage. The advertiser is a hustling salesman for postage stamps, working for the Government without pay.

To get back to the poor goose of a magazine. A magazine that I am intimately associated with sent out 1,200,000 letters to possible subscribers and received 87,000 replies, subscription acceptances, etc. Bills were then sent to the acceptors and 77,000 money orders, checks, etc., came back, and were in turn acknowledged. Over 1,-

500,000 stamps and 20,000 money orders were used in this subscription campaign. This is just one instance. The post-office department made enough on this transaction to greatly reduce any deficit created through favoring the reading public with a low price in the transmission of this literature. And this source of revenue was not contemplated when the bulk rate was first given!

Handling publications through the mail should not be considered the same as transmitting scrap iron. A force is being forwarded that does work when it arrives at its destination—great work for the post-office department.

Business begins at the country post-office when the new crop of magazines arrive. Money orders are dusted off, the ink watered, the stamps brought out of the safe, and preparations for a busy time are made. Every month the magazines make Christmas in the country post-office. Ask the postmaster. Seventeen million dollars' deficit! If it wasn't for the magazines it would be \$70,000,000!

Now, how can the goose be made to lay more golden eggs? When a mercantile house has a salesman that is doing pretty well, but seems to have a lot of stored-up energy, it is considered good business to co-operate with him and bring it out—especially if there is a deficit in the general business.

There are 132 publications listed under the headings, "Leading Monthly Publications" and "Leading Magazines." The total circulation of these publications is 21,293,000. Now, as stated above, the advertiser is constantly working to cause the readers of his announcements to buy postage stamps and to reply to his offers. Sometimes one stamp will do, sometimes more are necessary, or even a money order.

The best efforts of the big men in the advertising business do not continuously bring a number of responses consistent with the circulation of a magazine. This is chiefly because writing materials, or what is more general, stamps,

are not available. A reader may be interested in a dozen announcements, and is as likely as not to make the same number of purchases or inquiries as he would in a department store where an array of various articles are attractively displayed—but because of the lack of a convenient medium of correspondence and exchange the matter is postponed or abandoned! This is a weakness of magazine advertising that so far has not been overcome. The post-office department, too, loses a lot of business—the profitable kind. Here is where the post-office department and the advertising man should co-operate to develop business.

The post-office department will not allow return postal cards to be inserted on magazines going through the mail as second-class matter. Why?

The post-office department will not forward a mailing card without postage. Why?

If Postmaster-General Hitchcock will persuade Congress to permit magazines to include one or more sheets of mailing cards, at their option, to be known as Advertisers' Cards, that can be detached from the magazine and dropped into any box and forwarded to the advertiser to whom addressed, *whether a stamp is affixed or not*, in the latter case treated as a deficient postage, the deficiency to be paid by the recipient, from 25,000,000 to 100,000,000 of these cards would pass through the mails per month. This would mean from \$250,000 to \$1,000,000 per month additional income from postage—the profitable kind. These figures seem large, but with over 23,000,000 magazines, carrying an average of five Advertisers' Inquiry Cards, we have a total of over 115,000,000 cards. People who have been putting off inquiring about advertised articles would immediately grasp the opportunity to do so. The business stimulated by these inquiries would almost meet the deficit—acknowledgments, booklets, samples and follow-up correspondence.

Since we have started on this deficit business, why not clean it

up? Advertisers frequently offer some attractive trifle that can be manufactured in large lots to sell for a small sum—thirty-two cents, fifty cents, eighty-eight cents, etc. Many an advertisement has been worn out in a pocketbook awaiting a favorable opportunity to purchase a money order or a postal note. The post-office lost the profit on the money order, and the advertiser lost a sale, and the magazine lost a credit in the Key Book.

If the post-office department or Congress wants to do something energetic and timely and in keeping with American enterprise, why not issue "Money Stamps"? "Money Stamps" could be of a distinctive color and in denominations of one, two, five and ten cents and sold in assorted books of one dollar, two dollars, five dollars and ten dollars at the same rates as money orders. They could be affixed to the back of a postal-card or letter with an order and when properly receipted could be cashed, the same as a money order, or used for regular postage. The chances are many would be used for postage, which would yield an additional profit. "Money Stamps" would solve the petty cash problem. They could be sold or cashed by rural deliverymen, and could be used as the nucleus of a postal savings bank. "Money Stamps" would be worth collecting.

Surely, these matters, that are of vital interest to the welfare of the community at large as well as to the post-office department, deserve serious attention.

THE NATIONAL WEEKLY AND ADVERTISING.

The Springfield, Mass., Publicity Club held an interesting meeting January 7th, at which James G. Berrien, New England advertising manager for *Collier's*, made an address on the "Importance of a National Weekly in a National Advertising Campaign." Ernest J. Preston, general manager of the Daily Newspaper Club, spoke on New England's opportunity through the medium of daily newspaper advertising, with suggestions for an aggressive local campaign.

The Robt. Johnson & Rand Shoe Company, St. Louis, through H. W. Kastor & Sons, is placing 5,000-line contracts.

CIRCULATION METHODS AND ADVERTISING.

SIDELIGHTS ON SUBSCRIPTION OFFERS
—HOW CIRCULATION METHODS
SIZE UP FROM THE ADVERTISER'S
VIEWPOINT—PUBLISHERS LEARN-
ING TO TAKE THEIR OWN MEDI-
CINE—THE CENTURY'S BIG CAM-
PAIGN.

By Irwin F. Paschal.

Even if consistency is a jewel of priceless value, few people practice it when it comes to the never-ending struggle to secure subscriptions. And the result thereof is certainly chaos.

Perhaps the highest-salaried editor in New York was talking the other day with some magazine circulators. "Why is it," he said, "that none of you magazine people try to sell your magazines for their marked values? Aren't you giving the public good enough magazines? Or what is the trouble, if that isn't it?"

With one or two notable exceptions among the magazines, it is pretty true that none of them attempt to secure the full price—or if they do attempt it, they try it only on people who are well and thoroughly acquainted with the publication. For instance, a good many magazines make it a practice of asking all those whose subscriptions have expired to renew at the full price. If they do it, all well and good; if they don't, they are immediately offered a cut-price proposition of one kind or another—usually two or three of them in succession.

And even with all this follow-up work, the average percentage of people who do not renew within sixty days of the expiration of their subscriptions is something like seventy-five or eighty per cent. And it is conservatively estimated that only about ten per cent. of a magazine's expirations will renew at the full price.

For a good many years much stress has been laid by advertising managers on the fact that a large proportion of their subscribers renewed year after year. People are apt to renew their subscrip-

tions at full price only after they get the habit—the average percentage of renewals to *Harper's*, the *Atlantic*, *Country Life in America*, *Independent* and some other such magazines, is undoubtedly twice as large as in the case of the general magazines. A great deal depends on the distinctiveness of the magazine—and, really, the problem of maintaining a high percentage of renewals rests almost wholly on the editor. If he makes a magazine that is really "different" the percentage of renewals will run higher than if he makes a magazine just as good editorially but reflecting less personality.

Generally speaking, a good many publishers are beginning to figure it out that an old reader who renews his subscription at a low price (as he does if he orders a combination or club or buys the magazine in connection with a premium) is not as good meat for the advertiser as is the new reader—even though the latter was secured in a club or by a premium. The theory is that the old reader who has to be lured back by some outside inducement is not so enthusiastic about the magazine and its contents as the new reader who sees it for the first time. And the man who does not find the editorial policy of a magazine in harmony with his thoughts is pretty apt to dodge the advertising pages, too.

Of course, the clubbing game, as fomented by the big subscription agencies during the past two or three years, has been responsible to a large extent for the falling off in renewals at the full price—perhaps in decreasing the volume of renewals at any price. With all magazines sold at the full price, the average subscriber would be more apt to choose and pick among the magazines and get his real choice—with cheap combination offers at his disposal he figures it out that he is only paying about half the face value, and if he does make a mistake now and then in his selections it doesn't make so much difference.

One national advertiser, indeed, almost cut out all his magazine ad-

vertising because of the clubbing business. He figured that he was getting too much duplication, for which he paid a high price, when he advertised in magazines that entered clubs. When it is known, however, that sometimes fifty per cent. of the clubs ordered through the subscription agencies are "split"—that is, the magazines ordered to two or three different addresses—another view must be taken of the matter.

It is no wonder magazines complain that they lose money on their circulations, when it is considered how this clubbing business is handled. Take, for example, the case of a popular combination last year—*Review of Reviews*, *McClure's* and *Woman's Home Companion*. The newsstand price of the three was \$6.60 and the retail subscription price \$5.75. Yet the three are sold for \$3.25, only twenty-five cents more than the price of the *Review of Reviews*. Figuring the thing out roughly, the magazines got just about half of their marked price and out of this had to pay

commissions, costs of advertising and other expenses. Advertising in a subscription agency catalog is said to cost something like \$4,000 a page, so it does look as if the magazines did not net a cent more than one-third of their face value—perhaps less.

And right here it may be said that the clubbing magazines are not the only ones that get a low net. There are at least two \$1.50 magazines, which do not club, that pay agents a commission of 35c. on every order and then offer a bonus of \$1 extra in return for a certain number of subscriptions within a specified time. The average net is, of course, more than fifteen cents, but even now a number of the magazines are trying to get together to cut down the ridiculously large sums of money now offered as bonuses to canvassing agents.

There exists, to-day, a strong feeling that the post-office officials are going to step in, within the next two or three years, and endeavor to secure such legislative

LYNN, MASS.

is a live, prosperous New England City, the Leading Shoe Manufacturing City in the World, and having a larger number of High-Wage operators than any other New England City, and

The ITEM is
LYNN'S PAPER!

JULIUS MATHEWS, Representative

enactment as will make it possible for them to stop all clubs, combinations and premium offers. If this is done, a lot of magazines will probably cease to exist and another large number will cut down their present selling prices to about what they are actually averaging. For instance, the clubbing catalogs say that the *Review of Reviews*, *Smart Set*, *Independent* and some others are in "class 27"—this means that they actually cost the subscriber \$1.35, plus a share of the thirty-five-cent commission which seems to be universally allowed agents.

Meanwhile some other magazines are perfecting an organization of their own, in the attempt to secure higher net prices. The marked prices, it is understood, will not be increased, but commissions to agents will be decreased at once and very perceptibly. Combination prices will be raised—clubs that last year were \$3 and \$3.25 will go to \$3.50 this year. Part of the increase is to be spent in more effective advertising and the magazines hope to keep the balance in their own pockets.

But, speaking by and large, there has been very little real advertising of magazines direct to readers, except for the newsstand trade. Last year, *The American Magazine* rather broke the ice by using full pages in various other good mediums for a straight out-and-out story of the magazine itself—no cut-price offers, no clubs, no inducements. The campaign was said to have been helpful, although the copy was not designed to help secure subscriptions, but was rather to induce newsstand buying. The newspaper circulators have found out long ago that space in other papers was a sure way of obtaining publicity and increasing sales, and it does seem as if the magazine publishers would have to find out how to apply the same lesson to their own business.

The *Century Magazine* this year is spending a pile of money in the magazines and newspapers to advertise itself to readers, and it seems to pay splendidly. A very belated appreciation of the power of advertising for their own, as

well as somebody else's business, seems to be coming home to publishers.

The *Youth's Companion* has for years used the November and December magazines to pound home the merits of its publication, usually, however, offering several weeks free to those who subscribe at that time of year and have not been on the lists previously. Other magazines, too, have done more or less along the same line, but practically nothing has been attempted in the way of a consistent and persistent campaign in the magazines in behalf of any one of them, unless some sort of premium offer was made at the same time.

Some day this seemingly assured method of obtaining paid-in-advance subscriptions at the full price will be thoroughly tried out. When the time comes the advertising and circulation departments will have a chance to work in closer harmony than has been thought practical heretofore. The results should be large—generally the first successful invader of an untried field has fine luck and many imitators, and it bids fair to be the same way in the advertising of magazines. Judging by the past, the magazine that does succeed in building up a strong list by such a method will have a lot more than a certain number of readers at the end of its campaign—it will have an immense amount of productive publicity back of it and will have created in the minds of advertisers and agencies alike an impression that is incalculably valuable. Such a magazine would also have great popularity with thousands of earnest canvassers scattered over the country and direct and expensive circularization would be no longer needed.

O. R. McDonald was elected president of the Des Moines Ad Club, and Will Eldred secretary and treasurer, at its recent annual meeting.

The Orange, Tex., *Leader* issued a Christmas Number which contained a twenty-four page coated paper, two-color insert, which speaks considerable for the enterprise and prosperity of that section of the country.

Railroads Increase Earnings by Developing New Country

THE Railroads do an enormous business;—they earn millions of dollars annually, yet so vast and so varied are their expenses that a net profit in earnings is a big problem.

For more traffic and bigger train-loads, new Country along the line must be "settled,"—Manufactures to haul in, and Agricultural products to haul out,—How then to settle the new Country;—*by advertising* just as other progressive business men do. And the Railroads *do* advertise, but they select their mediums with the same judgment that they devote to the purchase of Locomotives.



The Chicago, Milwaukee & St. Paul Railway recently opened its extension to the Pacific Coast. Farm lands along the new line in the Dakotas, Montana, Idaho and Washington have been well advertised. Early in 1908, they placed a quarter-page advertisement in Home Life. The returns were such that they did not miss a single issue for 18 consecutive months, following the first insertion.

People living in the small Towns, Villages, and Hamlets are *buyers*, and what is more to the point, they have the *money* to buy *with*. Home Life circulates only among the Small-Town Folk. That's why it produced so handsomely for The St. Paul Road,—*another splendid example of the fact that good advertising in a good medium makes good business for the Advertiser.*

If you are interested, I'll gladly send you a sample copy of a real producer for Advertisers.

Home Life

D. W. Gaylord, Adv. Mgr.
Chicago, Ill.

L. R. Wasson, Eastern Manager, New York

Second Place

IN VOLUME OF
ADVERTISING
AMONG ALL
THE

Metropolitan
Dailies

The Brooklyn Eagle

During December, 1909
carried over

780,000 lines

OF

Advertising

at full card rates—
more advertising
than appeared in any
New York paper,
morning or evening,
except the New
York World.

DEVELOPING ENAMEL WARE MARKET THROUGH MAGAZINES.

HOW "CORONA" ENAMEL WARE IS
DOING STRONG WORK TO EDUCATE
PUBLIC AWAY FROM "CHEAP"
GOODS—POPULAR MAGAZINES USED
—GOOD RESULTS, THOUGH AT IT
ONLY A SHORT TIME.

Anyone taking time to invest will find the stores full of enamel ware, and an immense gross quantity of them bought. The iron pots in the kitchen are now relics along with the hanging crane and open fireplace cooking. The average housewife wants smaller, lighter, better-looking utensils, which are also labor-saving and more sanitary.

Enamel ware has struck such a pressing need and hit such a responsive chord in the minds of consumers that scarcely any effort has been necessary to sell it, these latter years. No advertising problem of creating demand has faced manufacturers, and consequently the advertising done by most of these concerns is extremely poor. A big Brooklyn firm hangs all its advertising activities upon the street cars, with a miserably poor car card, the greater portion of which is taken up, peacock-like, in picturing *the size of the factory*.

One of the results of such conditions existing generally has been to throw the goods on the market upon the basis of price, almost alone. The five and ten-cent stores, the department stores and others have the business whittled down to the bone, and many a manufacturer is getting gray trying to run his factory to supply goods contracted on a rock bottom price, in the face of rising labor and materials.

Quality necessarily becomes a football in a situation like this, and as for trade-marking—only a few big makers consider themselves in a position to do it. Those who are courageous and determined find it a task for strong men to wean jobbers and dealers away from pet profit lines of their own trade-mark.

In the meantime the consumer, the prize of contention, is largely ignored, and left with little means of quality identification. In desperation he may shut his eyes and buy the Brooklyn concern's goods, just because he does know it by name and by factory size; but for how good it is he must trust to Providence.

One manufacturer, however—the Enterprise Enamel Company (Corona Enamel Ware), Bellaire, O., is doing some intelligent educational work.

"We began advertising," says R. C. Faris, secretary, "in order to start people to inquiring at the stores for our particular brands of enamel ware, because there were so many kinds of cheap enamel ware being made that buyers who would discriminate, we thought, might get the idea that all enamel ware was merely cheap stuff to give away in ten-cent stores or on bargain counters.

"The popular magazines seemed to us to be the mediums, not only read by housekeepers, but also consulted by the buyers for the large stores, so we use those publications.

"We try to direct those who answer our advertisements to dealers handling our wares, or get them to send us the name of a dealer who should handle them to accommodate them. We have been successful in exciting an interest in our Corona ware and Corona roasters, although as yet only beginners."

It is predicted that trade conditions will not be long in forcing manufacturers of enamel ware to secure more individuality and consumer prestige by advertising. Foreign ware is becoming more of a competitor, and new processes are coming forward. Aluminum ware is predicted to be more widely used in the future.

The Grand Rapids Advertisers' Club, through Frank Quinn, has arranged to secure a donation of part of the proceeds of Schubert's play, "The Great John Gannon," for the pageant fund of the Ad Club.

The *Trucker and Farmer* is the name of a new paper established at New Iberia, La., in the interest of the small farmer.

THE WORLD- HERALD

OMAHA - - - NEBRASKA

The paper the Omaha merchants use the most, and the paper that has *all* the want ads.

The two most important things for foreign advertisers to consider in selecting a paper.

In 1909, the World-Herald published 5,700,912 agate lines of paid advertising, leading the next best Omaha paper by 707,476 lines, and leading both in want ads and local display.

In the want ads, the World-Herald published 307,222 paid ads, or 92,085 more than *all the other Omaha Papers combined* published.

DAILY CIRCULATION

Over 52,400

Rate, 7c. Flat

SUNDAY CIRCULATION

Over 39,200

Rate, 6c. Flat

VERREE & CONKLIN

(Inc.)

Representatives

NEW YORK AND CHICAGO

NATIONAL BISCUIT'S UNIQUE AND PROMINENT POSITION ADVERTISING.

FULL PAGE, WITH DISPLAY SURROUNDED BY READING MATTER USED IN NEWSPAPERS IN LARGE CITIES—A SPEEDY START AFTER A YEAR'S NEWSPAPER INACTIVITY—WOULD REQUIRE TEN MILLIONS TO ADVERTISE THOROUGHLY EVERYWHERE—SYSTEM OF ROTATION.

The National Biscuit Company advertising suddenly assumed spectacular position in the newspapers of Monday, January 3d, after practically a year's absence from the newspapers. A four-column ad set in the middle of a full page, carrying no other ads, and surrounded completely by reading matter, was run. The reading matter of the ad was itself immediately surrounded by generous white space. Naturally the effect was hypnotic, and set advertising men agog at such unusual position advertising. First reports were that a full page of display was to be used, but it developed later that the plan was to allow newspapers to fill the page with reading matter and use only ten inches across four columns for display.

Mr. Mace, of the National Biscuit Company, explained that inasmuch as the newspapers had not been used for several months, this kind of display would secure the quickest and sharpest attention from consumers. The copy, he said, would be run in the leading papers of the most important cities of the country. It was not found possible to contract with all newspapers for space to be used in this way. The *New York Evening World* is one of the newspapers to which this new business was offered and which refused to take it with the conditions attached. Mr. Mace stated that it was uncertain how long this kind of newspaper advertising would continue. The copy would be run every other day until the powers that be decided to withdraw or change it.

While the National Biscuit Company has a very large adver-

tising appropriation, it has never attempted to use all channels of publicity at once. A vigorous campaign is always being conducted, but never continuously through the newspapers. It would take \$10,000,000, Mr. Mace estimated, to advertise constantly and well in magazines, newspapers, on the billboards, in the street cars and in the trade journals. At stated times the newspapers figure prominently in the advertising plans. At other times a concentration is made in other classes of media.

No other advertiser, for instance, has used the religious press more consistently than the National Biscuit Company, because it is felt this class of periodicals has a valuable selling power for National Biscuit products.

The new departure in newspaper advertising was planned, it is stated, by A. W. Green, the president of the National Biscuit Company. Mr. Green's idea in contracting for space in the manner described may or may not have been a conscious revival of the style used twenty years ago in the famous baking powder "war." At that time the Royal and the Price Baking Powder manufacturers locked horns and carried the advertising conflict into the newspapers. Then for the first time center of page ads appeared, surrounded wholly by reading matter, and with no other advertisement on the page. The newspapers, naturally, enjoyed this contest of giants with great profit.

AN ALL-ADVERTISED MENU.

Gerald Pierce, president of the Pierce Publishing Company, Chicago, which publishes the *National Food Magazine*, gave a dinner to the stockholders of the concern recently. Everything on the menu was made up of products advertised in the magazine, and not only this but the various dishes were prepared and cooked by the employees of the magazine. The menu is extremely interesting in calling vividly to attention how pretty nearly every class of edibles consumed nowadays is represented by a well-advertised product.

The Agate Advertising Agency, New York, has suspended, following a suit brought by the A. N. P. A.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, R. W. LAWRENCE.
Secretary, J. I. ROMER. General Manager, J.
M. HOPKINS. Adv. Manager, F. C. BLISS.
OFFICE: 12 WEST 31ST STREET, NEW YORK
CITY. Telephone 5203 Madison. The address
of the company is the address of the officers.

Issued simultaneously in England by Printers'
Ink (English Edition) Publishing Company,
Kingsway Hall, London W. C. Subscription,
English Edition, 1 year, 10s.; 6 mo., 5s. Postage,
2s. 6d. per year.

Combination subscription and advertising rates
for both editions on application to either office.

New England Office: 2 Beacon Street, Boston.
JULIUS MATHEWS, Manager. D. S. LAWLOR,
Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone,
Randolph 1098. WM. S. GRATHWOHL, Mgr.
St. Louis Office: Third National Bank Building.
A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price,
two dollars a year, one dollar for six months.
Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, January 12, 1910.

Money Value of Trade- mark

S. C. Dobbs, of Coca-Cola, said the other day that the arbitrary trade-mark name of his product was easily worth \$5,000,000—a value which he said was created almost entirely by advertising. He cited the names "Kodak," "Vaseline," and others as having a market value running into millions.

Some time ago a prominent magazine advertising manager who had patiently listened to the deprecations of advertising by an old advertiser, suddenly asked him what he would take for his trade-mark. The advertiser blinked a little confusedly and "really couldn't say." The magazine man offered a million and was indignantly spurned. He offered to double the amount and still met refusal. It finally appeared that the advertiser set so high a value on this trade-mark, wholly developed by advertising, that he was

not willing to part with it at all, at any price! And then the magazine man practically made him swallow his deprecating words about advertising.

Frequently there is a hue and cry raised about the "billions" lavished on advertising—as if advertising were a wide-mouthed hopper down which money swiftly vanished forever out of sight. Advertising is still charged purely as "expense" by many concerns, quite different from productive expense. It is charged up in the manner of charging up political bribe money, or charity, or cigars and lunches.

Properly considered, well-planned advertising is like a bond purchase for productive investment. No listed security on the New York Stock Exchange is a more stable value than good will. In fact, good will created by advertising is frequently the only good cash asset in an otherwise mismanaged business.

The "Magazine Trust" Scare

Just the other day Librarian Brett, of the Cleveland Public Library complained to the Department of Justice at Washington that there was a "magazine trust." He had attempted to get a discount on \$4,500 worth of magazine subscriptions, and met with refusal.

The complete absurdity of the ground for such a charge is of course apparent to those in the publishing business, but to some of those on the outside, such organizations as the publishers' "clearing house" lately organized, and the Quoin Club, seem to be "in restraint of trade."

As the article on magazine circulation in this issue incidentally shows, the publishers have been getting a miserably disorganized rate for their subscriptions—a rate even more unjust to subscribers than to publishers, because of its variability. A subscriber is canvassed for gross rates on expiration, and yet he can get all kinds of cut-rate prices from the agencies, depending on

what agency he deals with, and what time of the year he buys.

Now, the Post Office Department at Washington has a rule that any publisher whose subscriptions sell at less than one-half of the full price, can be denied the second-class privilege. Here is an endeavor by the Government itself "in restraint of trade!" It is a perfectly rational provision, but it compels publishers to take steps to protect themselves from disorganized and unstable rate cutting, lest their magazine be sold below the prohibited price and they be denied second-class privilege (a denial almost equivalent to putting them out of business).

What is the publisher to do in such a situation? If a publisher's "clearing house" attempts to systematize the methods of subscription selling in order to prevent violating a post-office ruling, what possible objection can there be, since it still arranges to have cut rates below marked prices, but on a dependable, standardized basis? What possible chance is there for restraint of trade?

A long time ago the Quoin Club was threatened with prosecution as a "trust" by a concern which had received from the Club *as an organization representing the magazines collectively* an ultimatum about something or other. The Quoin Club had seemed to acknowledge a combined agreement and a centralized "conspiracy." This was an erroneous idea of its function, which is entirely to advise with each other with regard to some semblance of uniform *individual* action. Such action has been invariably approved by the advertiser, whose "trade" is the only one which the Quoin Club could possibly "restrain" if it were a true "monopoly."

The entire controversy (now going the rounds) of the existence of a "magazine trust" is illustrative first of the misguided clamor about trusts, and second of the very urgent need for adjusting the Sherman Anti-Trust Law to the requirements of good sense and good economics.

A Ridiculous Retail Policy

It is certainly to be hoped that the general body of grocers are not represented by the attitude of the *Philadelphia Grocery World and General Merchant*. This publication reprints some of the matter in the PRINTERS' INK articles on retail criticism by Christine Brands, and then proceeds to attack the idea of giving a customer what she asks for, partly as follows:

Christine Brands, being that type of woman who continually pesters her grocer to get her this and get her that, but who wouldn't order a dozen of it to save her soul, is probably somewhat noted in her town as a wholesale nuisance. Therefore, she invited and deserved all the rebuffs the other grocers gave her.

No better way has been discovered of curbing the pest who thinks the grocer should stock in every new brand of everything that anybody brings out than to state that he cannot buy less than a dozen or a case, and since no one else has asked for it he will expect Mrs. So-and-So to bind herself to buy the whole amount if not sold by such and such a time. Most women confronted with this stern necessity will instantly find that they didn't want the thing as badly as they thought.

This is probably the most brazenly unbusinesslike talk ever handed out to retailers by a trade paper, which should be the very first to take a far-sighted view of business policy. If the idea that a consumer should be asked to take a *dozen* of any new brand she desires is very widespread in retailing, then it is small wonder that national advertisers find it necessary to start chains of stores or establish their own retail agencies. A more unfair handicap to place upon both the desires of the consumer and the ambitions of the manufacturer could scarcely be imagined. PRINTERS' INK not only believes but knows that the most successful retailers are against such a policy.

The idea put forth by this trade paper is so ridiculous as to need little argument to explode it. It is based on the idea of discouraging all consumers who want anything new whatsoever—a proposition that only Rip Van Winkles and Uncle Joe Cannons would defend. Such a policy puts an iron clamp on business growth. If an

article the like of which has not before been sold is advertised with success in creating a desire for it, and the customer comes in the store and lays his money on the counter and asks for it by trade-mark name, that is a *business event of great importance* to both merchant and manufacturer. It means that the purchasing range of a customer has been widened; that Mrs. Jones has been made willing to take a dollar which she would have spent on a trip to Europe or a railroad bond or in frivolous things and spend it for something which pays a profit to dealer and maker. It increases the total of sales and adds a factor toward wider success.

If there are any grocers so short-sighted as this trade paper they had better educate themselves in store policy before competitors or the sheriff educate them.

Fairness and the Magazine Postal Rate

It will ill become the magazines, which have been so vehement in their denunciation of the "tariff hogs," the trust violators of law, and other evildoers of business, to raise a hue and cry over the proposal to raise magazine postal rates.

Rather will it facilitate an equitable settlement of the controversy to cordially invite the opportunity of a readjustment of postal rates. These rates should be fixed upon a business-like adjudication of the cost facts in the case, irrespective of whether such an adjustment will put the present rate up or down.

How much does it cost to haul and handle a given quantity of bulk pound mail, in contrast with handling ounce pieces? How much deficit will remain after a fair charge is computed for the heavy volume of Government business now going free, or for the franking privilege affording congressmen the privilege of sending *their pianos by mail free*? A single congressman's annual franking business is undoubtedly as heavy in weight as the entire year's issue of many a periodical. Yet the

congressman pays nothing, whether the article "posted" is a brace of duck sent from Virginia to a Michigan friend, or 10,000 copies of a voluminous "speech" never delivered in congress.

A score of other considerations should be judicially weighed and a reliable table of magazine mailing cost ascertained, separated from the burden of every other cost. No other proceeding would be just in the effort to single out the magazines as a prop for a general deficit. The magazines have nothing to lose from the closest scrutiny of the facts, and facts alone should be made the criterion for change.

The Dealer's Side

PRINTERS' INK presents an article this week looking at the relations between advertisers and retailers with a breadth and liberality oftentimes sadly missing in the merchandising efforts of manufacturers. Some months ago PRINTERS' INK called attention to the occasional tendency to "whoop up" the story of consumer demand created by advertising, and to mislead retailers honestly willing to co-operate in working up a campaign of selling.

There is much talk of retailing co-operation at present but there is nothing but confusion and harm in trying to jolly retailers into believing that untold millions are being reached with advertising when a couple of the cheapest magazines only are being used. *The Grocer and General Merchant*, St. Louis, some time ago sounded an editorial note of warning:

It is quite evident that many manufacturers discount the wisdom of the retail merchants and so try to "jolly them along." Well, there are a whole lot that can be fooled, we admit, but there are a whole lot more that possess the wisdom of a Solomon when it comes to making transactions in merchandise.

To seek the good will of retailers is perfectly legitimate, but to cater to them as if they did not know business is a mistake. Sincerity is away above par in dealing with a fair-minded set of men.

There is both restraint and sense in these words, and it is well that they be kept in mind.

TEXTILE ADVERTISING

A WORD OF WARNING

THE textile manufacturers of the United States who have regarded the American Wool and Cotton Reporter as their only organ for nearly a quarter of a century, are being much annoyed at the present time by various fake publications in New York and elsewhere. In order to save them this annoyance, if possible, we are making the following challenge:

As the quality of newspaper circulation depends largely upon paid subscriptions, we will give the sum of \$500 if it can be proven that the cash collections from subscriptions by any other textile newspaper, either weekly or monthly, from mill presidents, treasurers, agents, superintendents and other officers of mill corporations for the twelve months ending July 31, 1909, were *one-half** those of the American Wool and Cotton Reporter. The conditions of this offer are that the journals submitting to this test on both sides shall submit their books to a chartered public accountant; that the inferior party on either side shall forfeit the sum of \$500, and that the money shall be divided as follows: \$250 for such form of prize as may be selected by the National Cotton Manufacturers Association, and \$250 for such form of prize as may be selected by the American Association of Woolen and Worsted Manufacturers.

This offer is open until further notice, and we hope will free the textile manufacturers of the United States from further annoyance.

*NOTE: In so far as this warning refers to any alleged Textile Newspaper published in New York City, our announcement is that all of the above conditions will be complied with if such alleged Textile publication can show that its cash collections during the period specified were *one-third* those of the American Wool and Cotton Reporter.

FRANK P. BENNETT & CO., Inc.

Boston New York Philadelphia Washington

A FIFTEEN-YEAR ADVERTISING STRUGGLE TO ESTABLISH "FLEXIBLE FLYERS."

YEARS OF WORK AND ADVERTISING WITH NO RETURNS NECESSARY TO PUT THIS SPECIALTY ON A SOLID FOOTING—FIRST ADVERTISING A FROST—DETERMINED DEALER OPPOSITION OVERCOME.

The recent blizzard was a veritable harvest for dealers in Flexible Flyer Sleds—a contrivance invented by a grown-up country boy. Flexible Flyers are the "sleds that steer," and for fifteen years a consistent campaign of advertising has been conducted to educate sled users and prospective sled buyers with the advantages of speed and safety of these improved coasters. No such quantity of sleds was ever sold in so short a time, and never were so many Flexible Flyers sold in the larger cities as were recently disposed of.

Fifteen years ago, when the S. L. Allen Company, of Philadelphia, placed the Flexible Flyer on the market, it was looked upon as a harebrained idea, and not a few people, who were thought to know, predicted a dire failure for the project. Sledding, so far as being a popular sport, was decidedly on the wane in its very stronghold, the country, and almost a thing of the past in the cities. To try to restore coasting to its old-time favor, and with a costly sled, comparatively speaking, was looked upon as a commercial blunder. It can never be done, said the wise-
acres.

The S. L. Allen Company thought differently. In exploiting Planet, Jr., tools, this house learned the value of educational advertising, and patience. The first few years of the Flexible Flyer campaign were a decided frost. And here is where patience stood them in good stead. By using strong reason-why copy, and showing therein how it was possible for the distinctive Flexible Flyer construction to help for speed, and assure greater safety, this publicity made it possible for

this coaster to revolutionize the sled business. Flexible Flyers are to-day known in every part of the world where sledding is a sport. The mediums for these talks to the public were the leading magazines, such as *Munsey's, Scrap Book, Suburban Life, Good House-keeping, the Ladies' Home Journal, Saturday Evening Post, etc.*

The first few years of the campaign were decidedly unpropitious, and perhaps most other houses

Of course your boy or girl wants a Flexible Flyer!

Who wouldn't? They know it is the swiftest and handsomest sled ever built.

You guide it by a mere pressure of the hand or foot on the steering bar. There's no dragging of the feet to hold you back. You steer around every obstacle at full speed. Nothing can run you down. And you best everything on the hill. Every live boy or girl wants a

Flexible Flyer

"The sled that steers"

The only sled for boys. The only sled for girls. It steers and doesn't upset. The parent notices, and a girl never does keep it from "sledding." It saves more than its cost in bumps and bruises in our snow. It prevents wet feet, colds and chafes! Talk. It is the lightest sled you pull, yet it makes more swiftest sleds.

Fathers and Mothers! There's nothing like coasting to bring the happy glow of health and happiness to the faces of your boys and girls. And the next year of coasting is no longer a lost day. Get them a Flexible Flyer today. And to get to look for the next sled build next on the sled.

Ask your dealer specially to show you the new Flexible Flyer. Run—long, low, narrow and swift as the wind.

Royal Gift! We'll gladly send you a month of the Flexible Flyer—free, as you'll enjoy it. This month's sled has a weeks' life for it under. Also beautiful descriptive booklet. If you

S. L. Allen & Co.
Phila., Pa.
Sole and only distributors

MAGAZINE COPY.

would have accepted the dictum that the game was not worth the candle. The Allen people simply crowded on more steam, and availed themselves of every opportunity to tell their story. Every ad invited the reader to send for a model of the Flexible Flyer, to learn exactly how it worked. This clever little device made thousands of friends, and told at a glance what requires several strong paragraphs of explanation. Equally interesting booklets were mailed and other appropriate follow-ups.

Thus far, so good. But another bitter battle had to be fought to win over the dealers. They were a bit skeptical as to the success of the new sled, and only the clever-

Everybody's Magazine

Why?

In 1909 "Everybody's" carried a net total of 1883 pages of advertising. Note—it was the highest-class advertising, for we rejected hundreds of pages of questionable advertisements which some other magazines accepted.

Yet, that 1883-page record exceeded the net totals of all other standard monthly magazines by these official figures:

Excess over 1st nearest, 339 pages

"	"	2d	"	346	"
"	"	3d	"	402	"
"	"	4th	"	507	"
"	"	5th	"	629	"

That is, "Everybody's" advertisements showed an average of 27 $\frac{5}{6}$ pages a month over the next nearest of the standard magazines.

Because:—

This remarkable excess in favor of "Everybody's" is due to One Reason:

Advertisers have learned from their own experience that "Everybody's" circulation (now over 500,000) reaches the **biggest ratio** of responsive purchasers of any magazine in the field.

It is not one of the "nearest," but the **One Highest-test**

"RESULT-GIVER"

Robert Frothingham

Advertising Manager

BUTTERICK BUILDING

NEW YORK

est kind of inducements, both direct and through trade papers, were sufficient to win their confidence. Now the dealers are so anxious to make it known that they carry Flexible Flyers they are quick to respond to the free offer of electros, prepared ads, novelties and printed matter that previously they shunned altogether.

The Allen people won the lasting good will of the trade by turning over all direct orders and inquiries to the dealer nearest the business received. This was the boom triumphant. It means that two Flexible Flyers must be made every minute for months at a time to meet the world-wide demand.

Educational advertising, a good proposition and patience made this phenomenal success possible. Newspapers were not used, except by the local dealers. Magazine publicity bore the brunt of the campaign and bore it well.

The Miller Advertising Agency, of Toledo, Ohio, has recently been changed from a partnership to an incorporation, under the style of The Miller Advertising Company, with a capitalization of \$20,000. The officers of the company are: C. E. Miller, president and general manager; Major W. H. Porter, vice-president and secretary, and N. A. Miller, treasurer. It has specialized largely during the last three years in publicity and service accounts, and mail-order advertising.

H. J. Haarmeyer, for several years vice-president and general manager of the Donaldson Publications, Cincinnati, has resigned. Before going with the Donaldson Publications, Mr. Haarmeyer was for a number of years prominently identified with the Scripps-McRae League of newspapers.

The Baltimore *World* was sold at auction January 5th, following a receivership, to Wilhelm L'Allemand, nominal purchaser, for \$67,500. Mr. L'Allemand is a contractor and acknowledges he did not buy the paper on his own account.

Charles L. Estey has withdrawn from the Easer-Wright-Estey Company, advertising agency of Utica, N. Y., and has associated himself with Sherman & Bryan, Inc., New York.

A company, capitalized at \$40,000, has been organized to take over the New Haven *Leader*. A number of prominent politicians are interested, and William A. Hendrick is general manager.

At the Head of All Classifications

In the amount of business carried

Country Life In America

again heads the list of monthlies.

This letter from a reader will explain in a measure why:

"To illustrate the potency of your advertising pages, for you may rest assured I have permitted no issue to escape my attention, through such mediums as begging, borrowing, and so forth.

"All of which prefaces the evidence you are after. I purchased a load (thirty odd bags) of Atlas Portland Cement recently to use in building a great cobblestone fireplace in my living room, doing all the work myself. And that is only the beginning. My future purchases as funds accrue, will include interior fixtures, heating and lighting systems, a sewage system, and much hardware and lumber (hardwood)."

Note where the "World's Work" and "The Garden Magazine" stand.

These three distinctive magazines enable the advertiser to reach readers having great purchasing power with peculiar directness.

Doubleday, Page & Co.

133 East 16th Street
New York

Boston 447 Tremont Bldg. Chicago 1511 Heyworth Bldg.

JANUARY MAGAZINES.

ADVERTISING IN THE LEADING MONTHLY
MAGAZINES FOR JANUARY

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Cosmopolitan.....	127	28,532
Hampson's Magazine.....	119	26,803
Everybody's.....	111	24,976
Review of Reviews.....	108	24,308
Scribner's.....	107	24,108
Sunset.....	102	22,932
McClure's.....	93	21,000
World's Work.....	88	19,798
American Magazine.....	87	19,488
Munsey's.....	78	17,542
Century Magazine.....	78	17,524
Canadian.....	76	17,024
Harper's Monthly.....	73	16,422
Pacific Monthly.....	65	12,514
Success (cols.).....	66	11,294
Pearson's.....	43	9,632
Argosy.....	40	9,080
Red Book.....	40	8,960
World To-Day.....	39	8,820
Circle (cols.).....	50	8,400
National.....	36	8,064
Theatre Magazine (cols.).....	46	8,017
Current Literature.....	34	7,616
Ainslee's.....	31	7,117
Lippincott's.....	30	6,832
Blue Book.....	30	6,720
All Story.....	29	6,544
Atlantic Monthly.....	28	6,272
American Boy (cols.).....	29	5,839
Strand.....	23	5,152
Putnam's.....	23	5,152
Smith's.....	21	4,872
Metropolitan.....	19	4,368
Human Life (cols.).....	22	4,295
St. Nicholas.....	16	3,584

VOLUME OF ADVERTISING IN LEADING
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Good Housekeeping Magazine..	72	16,279
Ladies' Home Journal (cols.)..	71	14,200
Woman's Home Comp'n (cols.)	67	13,435
Paris Modes (cols.).....	103	13,207
Modern Priscilla (cols.).....	74	12,580
Uncle Remus's Magazine (cols.)	52	9,896
Pictorial Review (cols.).....	56	9,632
Harper's Bazar (cols.).....	46	9,266
Delicater (cols.).....	45	9,144
Ladies' World (cols.).....	43	8,667
Designer (cols.).....	40	8,000
New Idea (cols.).....	40	8,000
Housekeeper (cols.).....	39	7,960
McCall's (cols.).....	49	6,664
Dreammaking At Home (cols.)	25	5,000
American Home Monthly (cols)	18	3,720

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES CARRYING
GENERAL AND CLASS
ADVERTISING

(Exclusive of Publishers own advertising)

Country Life in America (cols.)	173	29,788
System.....	126	28,224
Book-Keeper.....	67	15,008
International Studio (cols.)....	90	12,652
Outing Magazine.....	54	12,152
Vau Norden.....	45	10,276
Suburban Life (cols.).....	57	9,891
Field and Stream.....	43	9,744
Garden Magazine (cols.).....	61	8,621
Technical World.....	32	7,322
Recreation (cols.).....	40	6,895
Craftsman.....	30	6,888
Travel (cols.).....	44	6,310

House Beautiful (cols.).....	41	5,760
House and Garden (cols.).....	41	5,754
Amer. Homes and Gardens (cols.)	28	4,941

VOLUME OF ADVERTISING IN LEADING
WEEKLIES FOR DECEMBER

(Exclusive of Publishers' own advertising)

Dec. 1-7:	Cols.	Agate Lines
Vogue.....	168	25,872
Saturday Evening Post.....	130	22,100
Life.....	127	17,780
Independent (pages).....	60	11,312
Literary Digest.....	77	10,851
Churchman.....	63	10,200
Collier's.....	49	9,310
Outlook (pages).....	31	6,944
Associated Sunday Magazine.....	32	5,920
Illustrated Sunday Magazine.....	26	5,050
Christian Herald.....	26	4,460
Leisure.....	19	3,800
Scientific American.....	11	2,240
Youth's Companion.....	10	2,000

Dec. 8-14:

Saturday Evening Post.....	92	15,760
Literary Digest.....	107	15,062
Collier's.....	74	14,080
Leisure.....	59	11,800
Scientific American.....	38	7,600
Vogue.....	46	7,084
Outlook (pages).....	30	6,864
Churchman.....	37	5,960
Associated Sunday Magazine.....	29	5,450
Christian Herald.....	31	5,330
Independent (pages).....	20	4,592
Life.....	13	4,445
Illustrated Sunday Magazine.....	15	2,600
Youth's Companion.....	9	1,920

PRATT & LAMBERT,

Varnish Makers,

79 to 97 Tonawanda Street.

BUFFALO, N. Y., Oct. 2, 1909.

Mr. E. R. Crowe,
Eastern Adv. Mgr., "System."
44 E. 23rd St., N. Y. City.

My Dear Mr. Crowe:

Answering your letter of Sept. 29th, I am pleased to say that "System" is making a very good showing on "61" Floor Varnish, and will further say that its cost per inquiry is lower than all of the other magazines, with the exception of the women's publications.

Very truly yours,

W. P. WERHEIM,

Advertising Manager.

SYSTEM
THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

Dec. 15-31:

Saturday Evening Post.....	75	12,870
Collier's.....	39	7,502
Literary Digest.....	52	7,398
Independent (pages).....	31	6,944
Vogue.....	40	8,258
Churchman.....	37	6,016
Outlook (pages).....	26	5,992
Life.....	32	4,599
Associated Sunday Magazine.....	20	3,785
Scientific American.....	17	3,425
Youth's Companion.....	17	3,400
Leslie's.....	14	2,866
Christian Herald.....	16	2,825
Illustrated Sunday Magazine... 8		1,566

Dec. 22-23:

Outlook (pages).....	81	18,186
Independent (pages).....	77	17,248
Saturday Evening Post.....	48	8,280
Literary Digest.....	56	7,818
Collier's.....	30	5,786
Churchman.....	21	3,594
Associated Sunday Magazine... 17		3,212
Life.....	21	3,045
Christian Herald.....	18	3,024
Vogue.....	19	2,986
Leslie's.....	11	2,200
Illustrated Sunday Magazine... 8		1,670
Scientific American.....	6	1,200
Youth's Companion.....	3	400

Dec. 28-30:

Life.....	23	3,262
Independent (pages).....	13	2,912
Leslie's.....	12	2,425
Christian Herald.....	9	1,615
Youth's Companion.....	3	740

Totals for December:

Saturday Evening Post.....	59,010
*Independent.....	43,008
Vogue.....	42,200
Literary Digest.....	41,119
Outlook.....	37,986
Collier's.....	36,648
*Life.....	33,131
Churchman.....	26,630
*Leslie's.....	22,291
Associated Sunday Magazine... 18,367	
*Christian Herald.....	17,254
Scientific American.....	14,465
Illustrated Sunday Magazine... 10,886	
*Youth's Companion.....	8,560

*—Five Issues.

RECAPITULATION OF LEADERS IN
MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Country Life in America (cols) 173		29,788
2. Cosmopolitan.....	127	26,532
3. System.....	126	28,224
4. Hampton's.....	119	26,803
5. Everybody's.....	111	24,976
6. Review of Reviews.....	108	24,308
7. Scribner's.....	107	24,106
8. Sunset.....	102	22,932
9. McClure's.....	93	21,000
10. World's Work.....	88	19,796
11. American Magazine.....	87	19,488
12. Munsey's.....	78	17,542
13. Century.....	78	17,524
14. Harper's Monthly.....	73	16,422
15. Good Housekeeping Magazine 72		16,279
16. Book-Keeper.....	67	15,006
17. Ladies' Home Journal (cols) 71		14,200
18. Woman's Home Comp. (cols) 67		13,435
19. Paris Modes (cols).....	103	13,207
20. International Studio (cols) 90		12,652

A CIGAR DEALER WHO MADE
FULL PAGE ADVERTISING
PAY.

OMAHA, NEB., Dec. 31, 1909.

Editor of PRINTERS' INK:

It is rather a rare thing for a retail cigar dealer to run a full-page advertisement, three times, at a cost of \$150 each insertion, but one man, George Rogers, of this city, did it on December 14th, 15th, and 19th, and made it pay, too. His sale of humidor's was immense all sorts of smokers' novelties were disposed of during Christmas week. Nearly \$200 worth of candy was sold in this cigar store. Almost continually this store was comfortably filled with women shoppers.

The ad advertised each brand and article separately, like a department store ad, and nationally advertised and trade-marked articles predominated.

This cigar store is the largest in Omaha, and does by far the largest volume of business. While mentioning this, it is well to add that this is not the first time Mr. Rogers has advertised his goods, although it was done this time on a far greater scale. He has tried advertising before and found it profitable.

The woman buyers whom this ad attracted were of a class particularly desirous of securing the best and highest quality in each of their purchases. The highest-priced cigars were demanded; \$30, \$40 and \$50 humidor's were disposed of until the stock was depleted. When purchasing pipes and cigarette cases the women would have nothing but the \$15 to \$25 variety and, frequently, even higher.

GEORGE J. DUNCAN.

The Adcraft Club, Detroit, held a notable meeting January 11th. The general subject of the evening was "Handling Competition through Advertising and Salesmanship." A. M. Fisher, formerly one of the heads of the sales department of the National Cash Register Company, and now connected with the Burroughs Adding Machine Company, spoke on "Training the Salesman to Get All the Business." L. F. Hamilton, of the National Tube Company, Pittsburg, spoke on "Advertising and Selling Methods in Meeting Competition." S. C. Dobbs, president of the Associated Advertising Clubs, spoke on "Competition in Handling a Specialty." David A. Brown, of the People's Ice Company, spoke on "Competition from the Retailer's Standpoint." Arthur Von Schlegel, connected with the sales department of the Michigan Telephone Company, spoke on "Handling Competition for a Public Service Corporation." C. E. Van Wormer, of R. H. Fyfe & Co., spoke on "Meeting Competition and Floor Salesmanship."

The New Haven interests which purchased the plant and business of Col. Rickett's New Haven Leader are issuing the paper under its new title, the Times-Leader.

HARPER'S

Monthly Magazine Weekly and Bazar

are known by discerning advertisers to have an unapproached quality of circulation. Many of the largest national advertisers have been with us for decades.

Schools and colleges, which weigh the cost and results of advertising with exceeding care, invariably head their lists with Harper's.

If you have a product of quality that will appeal to Harper readers, we shall be glad to introduce you through any or all of our three publications.

Rates, discount and other information on request to

HARPER & BROTHERS,
Franklin Square, New York

PRINTERS' INK'S THREE-YEAR RECORD OF JANUARY ADVERTISING.

GENERAL MAGAZINES.

	1910.	1909.	1908.	Three Years' Total.
Cosmopolitan	28,532	24,513	17,808	70,953
Everybody's	24,976	22,792	17,976	65,744
Review of Reviews	24,308	21,987	18,704	64,999
McClure's	21,000	20,216	17,808	59,024
World's Work	19,796	20,326	11,512	51,634
Scribner's	24,108	14,781	11,298	50,187
American	19,488	16,608	12,432	48,528
Munsey's	17,542	16,506	13,440	47,488
Century	17,524	15,344	12,915	45,782
Hampton's	26,803	9,744	8,520	45,067
Harper's Monthly	16,422	14,126	13,671	44,219
Pacific Monthly	12,514	14,852	11,088	38,454
Success	11,294	11,444	11,256	33,994
Ainslee's	7,117	12,355	8,232	27,704
Red Book	8,960	9,632	8,512	27,104
Pearson's	9,632	8,008	7,336	24,976
Theatre	8,047	8,218	6,672	21,937
Lippincott's	6,832	6,440	7,364	20,636
Current Literature	7,616	7,840	5,376	20,832
Argosy	9,030	7,602	2,688	19,320
Metropolitan	4,368	6,944	7,936	19,248
Strand	5,152	6,695	5,264	17,111
Atlantic	6,272	5,321	5,033	16,626
All Story	6,544	5,355	3,752	15,651
American Boy	5,839	4,140	4,716	14,695
Putnam's	5,152	5,600	3,136	13,888
St. Nicholas	3,584	2,912	3,864	10,360

MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

System	28,224	21,472	30,576	90,272
Country Life in America	29,788	20,521	17,829	68,138
Outing	12,152	10,976	9,730	32,858
Van Norden	10,276	11,928	6,778	28,982
Suburban Life	9,891	8,678	7,994	26,563
Technical World	7,322	8,452	10,408	26,182
Field and Stream	9,744	9,061	7,014	25,819
Garden Magazine	8,631	7,140	6,986	22,757
House Beautiful	5,760	5,683	6,314	17,757
House and Garden	5,754	4,740	7,014	17,508
American Homes and Gardens	4,941	3,558	8,253	16,752

WOMEN'S MAGAZINES.

Ladies' Home Journal	14,200	16,000	14,000	44,200
Good Housekeeping Magazine	16,279	11,360	11,305	38,944
Woman's Home Companion	13,435	11,800	12,318	37,553
Pictorial Review	9,632	12,028	6,523	28,183
Delineator	9,144	7,980	9,185	26,309
McCall's	6,664	10,084	5,770	22,518
Ladies' World	8,607	7,150	6,618	22,405
Harper's Bazar	9,266	6,657	6,272	22,195
Designer	8,000	8,300	5,808	22,108
New Idea	8,000	8,000	6,002	22,002
Housekeeper	7,900	6,600	7,186	21,746

WEEKLIES (December).

Saturday Evening Post	59,010	52,770	29,616	141,396
Vogue	42,300	39,946	30,488	112,634
Collier's	36,648	39,242	28,308	104,198
Literary Digest	41,119	27,930	30,482	99,531
Outlook	37,986	35,364	25,316	98,666
	819,075	743,721	610,773	2,173,569

Advertising progress goes hand in hand with a progressive organization. Every advertiser admires progress and a progressive organization attracts advertisers.

That the organization publishing

COSMOPOLITAN

is a progressive one is shown by the comparative figures on the opposite page.

While Printers' Ink is fearless, unusually honest and admirably correct, it fails to include in its summary (since carrying more actual lines of advertising than any other magazine) the remarkable publication



MoToR is the foremost and handsomest publication of its kind, carrying both General and Class advertising. The January number of this year, gained in advertising 41 per cent over the corresponding period a year ago, or an equivalent of 28,056 lines net gain in paid advertising.

January MoToR

1909 68,208 lines

1910 96,264 lines

MoToR's advertising gain—a little over 125 magazine pages—is almost as much as the entire number of pages carried by the leading January magazines. (See table opposite.)



the baby of this publishing organization, has even a higher percentage of gain. Since June, the first issue under the present management, MoToR Boating has more than doubled its advertising patronage. This steady gain each month shows evidence of equaling the records made by its two other publications.

The phenomenal success of this trio of publications is due to an organization which is unparalleled by any other publishing house in this country.

Cosmopolitan—MoToR—MoToR Boating

George von Utassy, Publisher
2 Duane St., N. Y.

The Prize Idea Contest

PRINTERS' INK offers \$100 in prizes for the best and most helpful suggestions for advertisers in any line of business. Ideas may relate to newspaper or magazine advertisements, booklets, car-signs, posters, window displays, etc. Or they may apply to any phase of distribution and salesmanship. Entries will be judged on the basis of their practicability and probable value to advertisers and advertising agents.

BLANK FORMS FOR DEMONSTRATION CREWS.

5 PARK SQUARE,
BOSTON, MASS., Jan. 3, 1910.

Editor of PRINTERS' INK:

Here is an idea that looks good to me, and I have never seen it used, although it may have been. In place of having the demonstrator "bone" you to buy of the article she is demonstrating, why not furnish her with a blank form which she will invite you to sign. It would be an order to this particular dealer, in whose store the demonstrator is working, to deliver with your next order one package of cocoa, breakfast food or whatever the article happened to be. In case of a regular customer the article could be added to their next order and charged up. If the party did not happen to be a regular customer and still had signed an order, the goods could be taken round and offered and it might be the means of opening up further trade.

As the case stands now I often pass by with averted eye the persistent young lady who invites me to stop and partake because I know full well that after she has handed me her "patter"—and caught her breath—she will hand me a package of the goods with an insistent invitation to buy.

I am inclined to think that more sales would be made by this plan than by the old one. Many people would be flattered by the suggestion that they had an account. And it goes without saying that in cases where the order was refused on delivery there should be "no hard feelings."

A. W. RIDEOUT.

INTERESTING CAPITAL IN ADVERTISING.

COOPERSTOWN, N. Y., Dec. 20, 1909.

Editor of PRINTERS' INK:

Perhaps it's a suggestion to paint the lily, but why don't the advertising agencies themselves extend their own campaigns? Do the agencies realize that in the thousands of the small villages of the country there are hosts of men who are lying awake nights trying to think up ways of investing their money profitably? In any village of from 1,000 to 8,000 population, it will be found that there are more men than would be suspected by a metropolitan who have a comfortable sum in the bank, but who after a year or two or three of idleness find that emancipation from business cares isn't what they thought it would be, and who accordingly are restless to be doing something with the capital they have.

They don't know what to do, and if they did, they wouldn't know how to go at it to get that something to do with their money. Here is where the advertising agency would come in. Every advertising agency must know of little enterprises (or they could find such enterprises if it would profit them) that need money and that could be developed by advertising once that money was secured. Why not let the agency, therefore, take out big space in the weeklies of the small towns—space costs about \$20 a page—fill that space with opportunities for development. The agency must, of course, prove beyond suspicion its own integrity, but this could be easily done. The small townsman takes closer to heart the contents of his local paper, ads and all, than he does any other publication under the sun. The use of these papers would go far toward establishing confidence at the start.

Some one may say, that just one man would not have money enough for any one of the businesses the agency has in mind. Then let the advertising agency get several investors together, get them to pool their funds, after thorough investigation, and assure them of the agency's continual support. The agency would, of course, bring forward only those business opportunities which could be carried on and developed by advertising.

As a result the advertising agency would develop a lot of new accounts, well backed financially, several thousand men would set their money to work profitably, and the papers in the small towns would show what they could do if they were given the right chance and used understandingly.

In conclusion, let me state that I am not a newspaper man, but am absolutely unbiased and disinterested.

ALFRED H. BARNHART.

A CATCH PHRASE FOR PIANO PLAYERS.

THE MCCASKEY REGISTER COMPANY.
ALLIANCE, O., Dec. 27, 1909.

Editor of PRINTERS' INK:

Here's an idea for your prize contest. Discussing the Victrola, one of our officers said, "It's grand opera without the diamonds."

Perhaps the Aeolian Company, or whoever it is makes the Victrola or sells it, could use this line.

A happy and prosperous New Year to the Little Schoolmaster.

MILTON BEJACH,
Assistant Advertising Manager.

CO-OPERATIVE PLAN TO MAINTAIN PRICES.

NEW YORK, Jan. 6, 1909.

Editor of PRINTERS' INK:

Your recent articles on price maintenance have interested me very much from a practical standpoint, and your Prize Idea Contest suggests to me that I might present a plan I have had in mind for some time to solve the trade problems of distribution which the manufacturer dealing with jobbers and hoping to prevent price cutting constantly faces.

The jobbing service is a necessity to many lines of business. But to have outside firms handle this jobbing work complicates the advertiser's efforts to maintain price very greatly.

Why, therefore, do not about ten of the leading advertisers—competitive or non-competitive—in the grocery or drug or dry goods, or all these lines—get together and form a distributive concern to establish jobbing centers at Boston, New York, Chicago, Savannah, Kansas City, New Orleans, Denver and San Francisco? These jobbing centers could handle goods on consignment from the advertisers, and thus, in effect, deal direct with dealers, and hold their contracts for price maintenance.

If smaller jobbers at intervening points should sell objectionable parties, they could be cut off, and a dealer's quantity discount offered in the balking jobber's territory, to take care of dealer's customers until a satisfactory jobber could be found.

As this distributive concern would exist only to pay expenses and serve its backers' interests, there could be

no bickering and fighting as there is now. And I think the legal difficulty would be obviated by the fact that goods would be handled on the consignment plan entirely.

A. S. SWETT.

CHICAGO NOTES.

The Gundlach Advertising Company, of Chicago, is placing advertising on the Carborundum Grinder for Luther Bros. Company, of Milwaukee.

Bancroft's Library of Universal History is now being advertised by direct sale through the magazines. The business is being placed by the Gundlach Advertising Company, of Chicago.

Alfred Decker & Cohn have engaged George Snyder as advertising manager, and large space will be used in the leading magazines this spring. A series of full-page ads in the *Saturday Evening Post* will be one of the features.

The Allen Vacuum Cleaner Company is inaugurating a new plan of advertising along novel selling lines. The business is placed by the Gundlach Advertising Company, of Chicago.

The J. Walter Thompson Company has opened an office in St. Louis to take care of its accounts in this territory. E. H. Thielecke, of the Chicago office, is in charge.

Cause

The NEW YORK TRIBUNE since its reduction in price (October 21), is the best advertising value in New York City

Effect

The NEW YORK TRIBUNE in December carried 62,639 lines more advertising than it did in December, 1908

Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

An interesting piece of lithographic work of real artistic merit has just been printed by the American Lithographic Company, New York, for the B. F. Goodrich Company. It is a painting by Albert Lynch, entitled "Marie," and drawn on stone.

The soft tint and warmth of color achieved by this piece of work is a particularly fine example of the best lithographic art.

The advertiser will use these reproductions for store hangers, etc., and



also for mailing purposes. It is one of the few lithographic pieces of work well worth preserving.

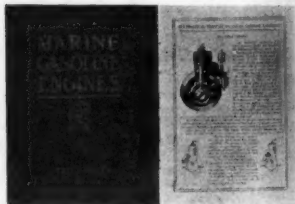
Makers of steel and other metal products have been quick to see and demonstrate how good booklets and other business-creating literature should be made. In point is one describing the plant and output of the United Engineering & Foundry Company. It is printed by the Corday & Gross Company, of Cleveland. While the subject does not permit of a play of fancy that would allow the use of color work, the text and the clear half-tone illustrations tell a story interesting to the layman as well as to the manufacturer.

In several full pages are printed pictures of the shops, outside and inside—of the storage building, the moulding floor, the machine shop and the roll shop. The reading matter, describing each kind of steel casting made, helps the picture tell a "world's work" story. In telling in general "how it is done," a sentence and a

small picture, here and there, convey an idea of the particular merits of this one plant.

A booklet describing the Lincoln National Bank of New York acts upon the eye just as the shriek of the elevated wheels rounding a curve affects the ear. This result is accomplished by the wash drawings strung through the book—atrocity examples of how not to illustrate. The bad drawing and the stilted effects secured are worthy of the days of early wood engraving. The South Pub. Press did the best they could after the designer of the booklet had passed on his efforts.

"Toiling and Tilling the Soil" is an ingenious booklet about the "Rumely Oil Pull Tractor," a truck designed for use upon the farms. The features are two full-page colored plates, one a reproduction of Millet's "The Spaders" and the other a picture of the modern way of turning the soil with the traction engine. The explanation of the merits of the Oil Pull Tractor are thus set in a big imaginative atmosphere that will immeasurably enlarge the reading public of the booklet.



A good strong booklet is that sent out by the Ferro Machine & Foundry Company, of Cleveland. The pages between the covers convey enough information about marine engines to satisfy even an enthusiast. The pages are large and illustrations of gears and cranks and like mechanical things are scattered thickly through the text. It's a sensible booklet of the informative sort, printed clearly but not ornately by the Caxton Company.

A booklet which has a "fitness" like that of the glove it advertises is being sent out by the George Batten Agency. It devotes its thirty-two pages to showing how the Ireland Guaranteed Glove can be honestly and safely guaranteed. Its explanation is half reading and

half pictures. A readable description makes plain the processes of manufacture. The booklet has a tone of there being nothing to conceal, and of there being everything to gain by a complete revelation. Opposite each page of reading is a full page half-tone showing different styles of Ireland's Gloves. These pictures look as leathery and as flexible as the real article. The layout of type and picture teases the eye through to the end of a convincing illustrated argument.

A big mailing card of the *de luxe* order shows the Lozier car, printed in four colors and skilfully embossed by Gatchel & Manning, Philadelphia. It is being sent to a variety of manufacturers with this query in the corner: "Why don't you issue one of these cards?" Gatchel & Manning are sending out, embossed in like manner and printed in steel gray, pictures of the "Fortune" stove range. Evidently these cards are by-products of regular orders filled, and not a bad idea either.



**Whenever you see
an Arrow
Think of
Coca-Cola**

Whenever, wherever, however you see an arrow, let it point the way to a soda fountain, and a glass of the beverage that is so delicious and so popular that it and even its advertising are constant inspiration for imitators.

Are you tired? —→ Coca Cola relieves fatigue.
Are you thirsty? —→ Coca-Cola is thirst-quenching.

Do you crave something just to tickle your palate--not too sweet, but alive with vim and go? Coca-Cola is delicious.

5c Everywhere

New York Herald Syndicate

Special Cable and Telegraph
Service

Furnished the CABLE
"BEAT" on the BATTLE
OF RAMA, and the photo
and matrix services sent
out the first photos of the
actual fighting in the bat-
tle.

Full-page Sunday feature
matrices furnished.

Daily features: News Mat-
rices, Comic Matrices,
Women's Features and
Photographs.

For particulars of any serv-
ice apply to

New York Herald Syndicate
Herald Square, New York City

Canadian Branch:
Desbarats Building, Montreal,
Canada.

If you have any article that
is useful or necessary
to Actors, Actresses or
performers, and you
WANT TO SELL IT
advertise in the oldest and
best Theatrical Paper in Amer-
ica, The

NEW YORK CLIPPER

It wont cost much to
TRY IT ONCE

After that you will always use
it. FRANK QUEEN PUB. CO., Ltd.,
A. J. BORIE, Mgr. NEW YORK

SURPRISED AT NUMBER OF THEIR MEN READING "P. I."

THE OXYGENERATOR Co.
BUFFALO, N. Y., Jan. 5, 1910.
Editor of PRINTERS' INK:

Letters have been received by us from
many sources telling us that they have
seen the writer's letter in your edition
of December 29th.

We were certainly immensely sur-
prised as we had no idea that so many
of our representatives read PRINTERS'
INK. We are mighty glad they do,
however. We never lose an opportu-
nity to encourage those who don't to
begin.

If ALL of our representatives would
read PRINTERS' INK, it would mean a
great deal of accumulated energy for us.

Here's hoping those who don't read
it will soon begin.

CLARENCE E. EDSON,
Assistant General Manager.

ANOTHER BIG PUBLISHING BUILDING.

The *Merchants' Trade Journal* is
planning the erection of a \$300,000 pub-
lishing house at Des Moines, Iowa, to
house itself and *Farm Sense*. It will
be modelled along very original lines.

The *Boston Traveler* is now con-
trolled by E. H. Baker, of the Cleve-
land *Plain Dealer*; John H. Fahey,
Frank S. Baker, and associates. Mr.
Fahey will continue as editor, and
Frank S. Baker, for the past eight
years business manager of the Cleve-
land *Plain Dealer*, will be business
manager of the *Traveler*. E. H. Baker
will dictate the editorial policy of the
paper and maintain the standards he
is noted for.

Gilbert H. Scribner, owner of the
Yonkers *Statesman*, and former secre-
tary of state for New York, died Janu-
ary 6th. He was prominent in many
enterprises, being one of the founders
of the Union League in New York
City, and one of the organizers of the
North American Life Insurance Com-
pany. He was president of the New
York Skin and Cancer Hospital, and
was the author of a book on "Where
Does Life Begin?" He consolidated
the *Clarion* and the *Examiner* in 1868
to form the *Statesman*. He was 78
years old.

The Manitoba *Free Press* has issued
another of its yearly souvenir books of
unique interests. This year it is a
booklet called "A Beaver's Tooth," be-
ing a very complete description and
history of the beaver. Accompanying
each booklet is a real beaver's tooth,
made for a watch charm.

The *Free Press* has marked Christ-
mas for the last nine years with un-
usual forms of souvenirs, the first be-
ing a miniature sack of hard Manitoba
wheat. Others have been a gopher's
tail, a Canadian wild goose quill pen,
a "pipe of peace," a package of caviar,
etc.

COMMERCIAL ART

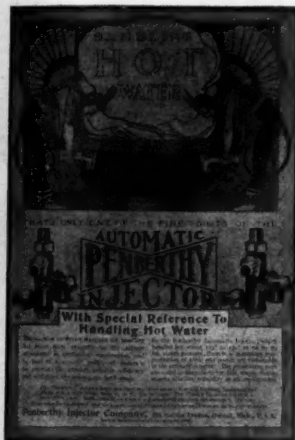
Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 41 Union Square, New York

By **GEORGE ETHRIDGE**

The main object of illustrating an advertisement should be to help out the text and to illuminate the printed argument. If it fails to do this, it is a poor illustration, no matter how artistic or attractive it may be of itself. Some illustrations defeat their object

ing on the subject of hot water injectors.

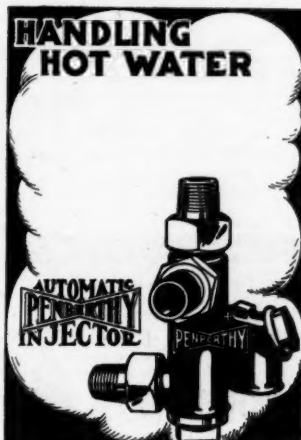
The B. & B. Manufacturing Company have hit upon a very clever device indeed. So exceptionally practical is it, in fact, that it is difficult to understand why



No. 1.

and create only confusion, as in the case of the Pemberton Automatic Injector (No. 1). What two devils and a cauldron of boiling water have to do with an Automatic Injector is not readily apparent. It may be said that the illustration proves its value by attracting attention in this instance, but attracting adverse criticism is not at all the purpose of sensible advertising. There might be some justification for using this illustration on a catalogue cover, but in the pages of a trade paper it is clearly an instance of misplaced cleverness.

Illustration No. 2 would be much more sensible and illuminat-



No. 2.


the advertising of the device should not be as convincing as the invention.

In a nutshell, when rain or sleet or snow dim the wind shield of an automobile, all you have to

SUPERIOR WIND SHIELD CLEANER
(PATENT PENDING)

In case you were detained by STORM or SNOW or SLEET, which your carmen will not tell you of!





TYPE ONE ON TRUCK ON TRUCK

This cleaner is highly finished in brass and can be instantly attached to any shield. It is one of the very best of its kind, and when driving in a storm of rain, snow or sleet, it is just necessary to stop, get out and wipe off the glass, but without disturbing your speed, simply reach out with one hand, turn the handle and your shield is wiped perfectly clear. Price from \$1.00. Retail anywhere for \$1.25.

Ask your dealer. Write us for descriptive circular, and also regarding our 'Superior Wind Shield'.

See this cleaner demonstrated at exhibit of Chas. E. Miller, New York Auto Show.

B. & B. Manufacturing Co., 609 Cedar Avenue, Cleveland, O.

do is to pull down a lever and—presto—you have a circular space neatly cleaned.

Three illustrations are used to bring out this idea, and they fall far short of competing successfully with the device itself.

The illustrations are small, far from clear, distorted, as in the central figure, and complicated by unnecessary shading.

One strong vital illustration of larger size, showing the instrument in actual use in a storm would tend to lend confidence and to bring out the idea—three require more study than the average person may be willing to give.

* * *

Rubberset Shaving Brushes have been advertised so extensively that both the brush and its name are well fixed in the public mind, but this late magazine page would seem to suggest that some of the "ad-inspiration" had taken flight.

It is claimed that the bristles in a Rubberset Brush will not pull

Bristles Put In To Stay Forever

Try as you may—pull as you will, hold it if you wish, rub it as you must, you can never dislodge a single bristle from its permanent berth in the RUBBERSET BRUSH.

Each handle is deeply imbedded in rubber which has been turned from an original web state to stone hardness by our method of vulcanization.

The bristles of ordinary brushes are not fixed, mounted on all equally defective ways held together. Constant application of hot water and hard usage will loosen and crumble these entire models. There is but one method of mounting, holding bristles in place, and that is used and controlled exclusively for the making of

RUBBERSET

Shaving Brushes

The \$1.00 grades of RUBBERSET Brushes and the better grades have handles of *delightful* story, a complete experience in all signs of long service. *Delightful* story means leaves on bright, clear clean finish, not one can crack, disintegrate, split or wear under the severe action of hot water.

Whether you pay 25c or \$1.00 for a RUBBERSET Brush, your money is better spent in a RUBBERSET Brush than in ordinary makes.

A 25c grade of RUBBERSET SHAVING BRUSH will give you 100 *delightful* shaves. RUBSET is composed of glass and cement oil and yields a thick, creamy lather that naturally softens the hard, sensitive skin and helps the razor. It is the highest lather.

Sold by Druggists, Hardware and General Stores everywhere. Write to your dealer or send for fully illustrated catalogue and color sheet.

RUBBERSET COMPANY
Lancaster and
Lancaster
NEWARK, N. J.



out. To those who have suffered from the other kind, this claim is a happy innovation; credulity, however, is drawn to high tension when twenty husky bridge-builders are shown, tugging at the business end of a Rubberset, all to no avail.

A previous advertisement, in which a husky bull dog, hanging by his teeth, is shown suspended in the air by the bristles of the Rubberset, made sufficient impression on the writer to induce the purchase of a Rubberset Brush.

Common-sense and practical illustrations are almost certain to convince, but anything which savors of the impossible should be avoided.

* * *

We are not so sure that "Oregon is the place for us" as we



might be. There is nothing in this advertisement, occupying a full magazine page, to make us pull up stakes and hike for a new territory.

As an eye-catcher, the big black oval accomplishes its purpose; there interest stops. When people are expected to break with old ties and begin life over again somewhere else, the subject of health, sunshine, fruits and flowers are of lively interest.

With so little type story this design could have had simple yet attractive embellishments—ingredients that might make friends for Oregon even should the sixty-four page booklet never be sent for.

A liberal percentage of people are from Missouri and will have to be shown, when it comes to Oregon.

The *Saturday Evening Post* announces a change of closing date, putting the date forward two business days. This goes into effect February 5th, and as an example copy for February 5th will be due in Philadelphia not later than January 14th.

The first issue of the *Ohio Journal of Commerce* has appeared at Columbus, O.

The Port Huron, Mich., *Times* and the *Daily Herald* have combined their interests, the *Times* taking the morning and the *Herald* the evening field.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order for one time insertion accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 25 Broad St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertis-
ing of all kinds placed in every part of the world.



**REPRESENTATIVES
WANTED**

in Chicago, St. Louis, Phil-
adelphia, Boston and
Cleveland, for the
Beers Advertising Agency
Havana, Cuba

ADVERTISING MEDIA

THE Ladies' Home Journal reaches 1,300,000
homes that believe in it and its advertisements

THE Third District Review, weekly, only
Republican paper in Bowling Green and
Warren County, Kentucky. Population, 30,000.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for
20 years the coal trades' leading
journal. Write for rates.

THE producer of results in the Middle West,
where farmers have big money, is *Farm Life*
of Chicago. Address DEPARTMENT P. I. for
sample copy and rates.

THE circulation of the New York *World*,
morning edition, exceeds that of any other
morning newspaper in America by more than
100,000 copies per day.

AD WRITERS

Advertising Copy W. F. SCHILLING
Albany, N. Y.

Ads. to fit your case.
Wm. D. Kempton, 100 W. 16th St., New York.

TRADE MARK IT. CATCH PHRASE IT.
ADVERTISE IT. F. KNAPTON THOMPSON
ADVERTISING SERVICE, 215 Berkimer St.,
Brooklyn, N. Y.

BILLPOSTING

FRED PEEL, official representative, **THE
ASSOCIATED BILLPOSTERS OF UNITED
STATES AND CANADA**, Times Building, New
York City. Send for estimates.

DRAWINGS

DRAWINGS—Of up-to-date women and other
people for reproduction in black and white or
colors, made to meet the needs of advertisers.
Signed, original, artistic conceptions by an
illustrator of reputation. Correspondence in-
vited. "FELLOWCRAFT," care Printers' Ink.

ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette
St., New York, makers of half-tone,
color, line plates. Prompt and careful service.
Illustrating. TELEPHONE: 1664 SPRING.

FOR SALE

FOR SALE at your own figures, nearly new
Chalk Plate Engraving Outfit, complete, with
quantity of unused plates. BOX 53, South
Butler, N. Y.

**FOR SALE—ELLIOTT ADDRESSING
MACHINE AND STENCIL CUTTER**,
A-1 condition; three 5,000 Stencil Cabinets,
Frames, Tools. **A. W. HARRIS OIL CO.**, 326
South Water Street, Providence, R. I.

HELP WANTED

EXPERIENCED special edition men wanted;
yearly work, liberal commission, exclusive
territory, splendid credentials, neat dummies,
local endorsements obtained. Bond required.
BENEDICTINE PRESS, Portland, Ore.

WE PLACED in December '09 our clients in
positions as follows: Business managers at
\$100, \$40 and \$25 per week; secretary, \$58;
advertising, \$35 and \$20; circulation, \$35 and \$30;
bookkeeper, \$15; editorial, \$75, \$55, \$40, \$35,
and three at \$25; reporters, \$35, \$20, three at \$18,
two at \$15; engravers, \$15 and \$18; printers, \$22,
\$18, \$16 and \$15.

WE NEED more candidates and better candi-
dates, available at market rates, for positions
now open and for new opportunities constantly
being received.

WE OFFER beginning January 1st free regis-
tration. Established 1898. No branch offices.
**PERNALD'S NEWSPAPER MEN'S EX-
CHANGE**, Springfield, Mass.

RECOGNIZED AGENCY wishes to open branch office in New York, also Middle West, wants successful solicitor who can command one or more large advertising appropriations and manage office. Address "ADVERTISING AGENCY," care of Printers Ink.

ADVERTISING MAN—A large mechanical and engineering company wants a first-class advertising man with some experience as a sales promoter. Must be strong copy writer for trade papers. Address, stating salary wanted and experience, "A. S. C.," care Printers' Ink.

WANTED—TECHNICAL WRITER to prepare publications for a large manufacturer of electrical apparatus. Work will cover all kinds of detail equipment for central stations. Also a writer to prepare articles for trade journals. Should have commercial experience and technical training in addition to ability as writers. Good salaries to the right men. "BOX 777," care Printers' Ink.

LISTS

TEACHERS NAMES—O., N. Y., Va., W. Va., S. C., Tenn., etc. In all states Supts., Prins., Special Teachers. Record Educational Co., Madisonville, O.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. B. & A. B. LACEY**, Washington, D. C. Established 1869.

POSITIONS WANTED

AN ENERGETIC, Live Advertising Man, desires position as Advertising Manager or Solicitor, age 30. Married, and with present position four years. Prefer Western location. Address "O. F. C.," care Printers' Ink

**We
Want
A Man**

who can handle short and serial stories for newspaper service. A syndicate man preferred. State experience and salary expected. The man who makes good *stays*. "BOX 95," care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 20th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 88, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N.Y.

THE HEINTZEMANN-PRESS Modern Languages

Catalogues and Booklets

185 FRANKLIN STREET
BOSTON & MASS

TYPE

IF you print Facsimile Letters you should have on file our specimen sheet of Eight Popular Typewriter Faces. We also cast several practical Job Series, on regular foundry machines, at astonishingly low prices. The Wyandoo Type Foundry, 86 Warren St., New York

The Man Looking for the Position

The Manufacturer Looking for an Advertising Man

Can get together through **PRINTERS' INK.** A dozen prominent advertisers want high-priced advertising managers now—read their ads in **PRINTERS' INK.** Every live advertising man who wants another position makes his wants known through **PRINTERS' INK.**

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1908, 13,370. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,881. Leonard & Lewis, N. Y. Repts., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 59,467.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, Morning Telegram, daily average for Dec., 1909, sworn, 13,187. You can cover Bridgeport by using Telegram only. Rate 1 1/4 c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,736; average for 1909, 7,729.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 15,864; Sunday, 12,547. 1909, 17,109 copies daily (sworn).

New Haven, Union. Average 1908, 14,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,647; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,400. Sworn statement furnished.

Waterbury, Republican. Average for 1909, Daily, 6,651; Sunday, 7,031.

Waterbury, Herald, average circulation for one year from October 1, 1908 to October 1, 1909, 12,287. Largest circulation in the State.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,763 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 6 mos., 1909, 13,907. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average 6 mos. ending June, 1909, daily 17,806; Sunday, 19,471. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, Broadner's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.

Chicago, Dental Review, monthly. Actual average for 1908, 4,097; for 1909, 4,335.



Chicago Examiner, average 1908, Sunday **602,377**, Daily **188,407**, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, Record-Herald. Average 1908, daily net paid exceeding, **141,000**; Sunday net paid exceeding, **197,000**. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Joliet, Herald, evening and Sunday morning. Average for 1908, **8,808**.

Peoria, Evening Star. Circulation for 1908, **20,911**.

Sterling, Evening Gazette, average circulation for 1908, **4,409**; 1909, **5,122**.

INDIANA

Evansville, Journal-News. Average, **18,183**. Sundays over **18,000**. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly Actual net average, **26,112**.

Princeton, Clarion-News, daily and weekly. Daily average, **1,877**; weekly, **2,641**.

South Bend, Tribune. Sworn average Sept. 1909, **10,271**. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1908, **9,139**. "All paid in advance."

Davenport, Times. Daily aver. Dec., **17,637**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1908, **12,664**; Sunday, **14,731**.

Washington, Eve. Journal. Only daily in county. **1,900** subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, **4,670**; 1908, **4,838**. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, Herald. D. av., 1908, **7,194**. Sunday, **8,285**. Week day, **7,006**. Com. rates with *Gazette*.

Lexington, Leader. Average for 1908, evening, **5,445**, Sunday **6,878**. E. Katz

Louisville, The Times, evening daily, average for 1908 net paid **49,940**.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average, **1,294,438**.

Augusta, Kennebec Journal, daily average 1908, **8,826**. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1908, daily **10,070**; weekly, **28,727**.

Phillips, Maine Woods and Maine Sportsman, weekly. J. W. Brackett Co. Aver. for 1908, **7,977**.

Portland, Evening Express. Average for 1908, daily **14,461**. Sunday *Telegram*, **10,001**.

MARYLAND

Baltimore, American. Daily average for 1908, **74,762**; Sunday, **92,879**. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, **85,416**. For Dec., 1909, **84,789**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation 1908 and 1909.

Daily (2 cents a copy)

1908, **176,297**; 1909, **180,278**; Gain, **3,981**

Sunday

1908, **319,790**; 1909, **323,069**; Gain, **3,279**

Advertising Totals

1909, **7,335,279** lines; 1908, **6,869,700** lines

Gain, 1909, **465,579** lines

The following figures of the four Boston newspapers having Daily and Sunday editions for the 12 months, ending December 31, 1909, tell their story: Boston *Globe*, **7,335,279** lines; ad Paper, **4,830,920** lines; 3d Paper, **4,103,120** lines; 4th Paper, **3,666,825** lines.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



BOSTON TRAVELER

Established 1825.

Average circulation for July, 1909, **99,583**;

August, **99,970**; September, **102,389**.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

Human Life, The Magazine About People. Guarantees and proves over **200,000** copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, **7,473**.

Lawrence, Telegram, evening, 1908 av. **8,949**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1907, **16,822**; 1908, average, **18,398**. Two cents Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST December

AVERAGES, DEC., 1909

The Sunday Post
258,663

Gain of 20,727 Copies
Per Sunday over Dec., 1908

The Daily Post
289,006

Gain of 35,830 Copies
Per Day over Dec., 1908

Salem, Evening News. Actual daily average for 1909, 18,874.

Worcester, Gazette, eve. Aver. first 5 months, 1909, 14,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (C.C.). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, Patriot, Aver. Nov., 1909, daily 10,876, Sunday 11,718. Greatest circulation.

Lansing, Courier-Herald, daily. Only Sunday paper; aver. for 1908, 14,330. Exam. by A.A.A.

Lansing, Evening News, daily. Average for 1908, 19,888; Dec., 1909, 22,326.

MINNESOTA

Duluth, Evening Herald. Daily average 22,008. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,260.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 38,370.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1908, 53,341.

CIRCULATION Minneapolis, *Tribune*, W. J.

Murphy, publisher. Established 1867. Oldest Minneapolis daily.

The Sunday *Tribune* average per issue for the year ending December, 1908, was 68,300. The daily *Tribune* average per issue for the year ending December, 1908, was 90,117.

Minneapolis, Journal, Daily and Sunday (C.C.). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Dec., 1909, evening only, 76,397. Average Sunday circulation for Dec., 1909, 80,882. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1908, 1,098. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1908, 16,548. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1908, 38,520. Smith & Budd, Eastern Reps.

St. Louis, National Druggist (C.C.), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly. 142,390 for year ending Dec. 31, 1908.

Lincoln, Freis Press, weekly. Average year ending Dec. 31, 1908, 142,440.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1908, 8,870.

Jersey City, Jersey Journal. Average for 1909, 24,196. Last three months 1909, 24,686.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Yearly average, 1906, 18,337; 1907, 20,270; 1908, 21,326.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 16,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 82,386.

Buffalo, Courier, morn. Average, Sunday, 91,447, daily, 61,604; *Esquire*, evening, 34,870.

Buffalo, Evening News. Daily average for 1906, 94,473; 1907, 94,843; 1908, 94,933.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1908, 6,123.

Mount Vernon, Argus, eve. Daily av. cir. 11 mos. ending Nov. 30, 1909, 4,934. Only daily here.

Newburgh, Daily News, evening. Average circulation entire year, 1908, 6,329. Circulates throughout Hudson Valley. Exam'd and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal, Est. 1863. Weekly average, year ending Dec. 25, 1909, **10,684**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,666**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, **26,903** (©©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. **200,000** guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, **6,841**; August, 1909 issue, **20,000**.

The World. Actual average, Morning, **345,424**. Evening, **406,172**. Sunday, **483,338**.

Poughkeepsie, Star, evening. Daily average for year ending Dec. 31, 1909, **6,013**.

Rochester, Daily Abendpost. Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average for 1908, **16,760**.

Schenectady, Star, Over **11,000** daily. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1908, daily **34,067**; Sunday, **40,961**.

★ *Troy, Record*. Average circulation 1909, **21,820**. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, **2,883**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, **18,117**.

OHIO

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. **100,000**.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1908, **78,291**, Dec., 1909, **78,682** daily; Sunday, **197,176**.

Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Dayton, Journal. Actual average, **21,217**.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. '08, **443,716**.

Youngstown, Vindicator. D'y av. '08, **16,000**; Sy., **10,400**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1907, **6,669**; for 1908, **6,669**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1908 aver., **26,985**; Dec., '09, **20,478**. E. Katz, Agent, N. Y.

OREGON

★ *Portland, The Oregonian*, (©©) November average circulation. Sundays, **52,950**; Daily, **41,828**. For over 50 years the great newspaper of the Pacific Northwest. More circulation in Portland and Oregon than any other newspaper. Also more foreign, more local, and more classified advertising.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, **7,888**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

★ *Erie, Times*, daily. Aver. for 1908, **18,487**; Dec., '09, **21,644**. A larger guaranteed pd. cir. than all other Erie papers combined. E. Katz, Special Agt., N. Y.

★ *Harrisburg, Telegraph*. Sworn average Dec., 1909, **16,618**. Largest paid circulation in Harrisburg or no. 1st. Shannon, N. Y.; Allen & Ward, Chicago.

★ *Johnstown, Tribune*. Average for Oct., 1909, **12,710**. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for YEAR, 1909;

249,811

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1908, **6,826**.

Philadelphia, Confectioners' Journal, mo. Average 1908, **6,617**; 1909, **6,823** (©©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

★ *Philadelphia, The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1909, **90,071**; the Sunday *Press*, **160,446**.

Washington, *Reporter and Observer*, eve. and morn. dy. av., '08, 11,734. They cover the field.



West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1908, 12,844. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 18,471.

RHODE ISLAND

Providence, *Evening Times*. Average circulation, 1908, 18,185—sworn.



Providence, *Daily Journal*. Average for 1909, 21,858 (©©). Sunday, 25,728 (©©). *Evening Bulletin*, 46,991 average 1909.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R.I. Aver. 6 mos., 6,066.

SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,888.



Columbia, *State*. Actual average for first six months, 1909, daily (©©) 14,490, Sunday (©©) 14,951.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 2,992.

SOUTH DAKOTA

Sioux Falls, *South Dakota Farmer*. Best Mail Order Medium. The only weekly farm paper in the state.

TENNESSEE

Memphis, *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 48,980; Sunday, 70,015. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1908, 21,455; for 1907, 26,306; for 1908, 26,554.

TEXAS

El Paso, *Herald*, March av. 10,002. Only El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Average for 1908, 4,778. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1908, 4,408. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,227. Only Montpelier paper examined by the A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Av. 1909, 3,786; Dec., 1909, 4,736. Largest circulation. Only evening paper.

WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Aug. '09, cir. of 65,385 daily, 81,682 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,997,466 lines.

Tacoma, *Ledger*. Average 1908, daily, 18,732. Sunday, 25,729.

Tacoma, *News*. Average for year, 1908, 18,768.

WISCONSIN

Janesville, *Gazette*. Daily average, Dec., 1909, daily, 8,314; semi-weekly, 1,814.

Madison, *State Journal*, daily. Actual average for 1908, 5,090.

Milwaukee, *Evening Wisconsin*, daily. Average for 6 mos. ending Nov. 30, 1909, 40,070 (©©). The Great Home Paper of Wisconsin.



Milwaukee, *The Journal*, eve., Ind. daily. Daily average for 12 mos., 58,958; for Nov., 1909, 58,424; daily gain over Nov., 1908, 1,449. Over 50¢ of Milwaukee homes. Flat rate 7 cents per line. Supreme in its field for both classified and display advertising.

Oshkosh, *Northwestern*, daily. Average for April, 1908, 9,348. Examined by A. A. A.

Racine, *Journal*, daily. Av. for 12 months ending Dec. 1, 1909, 4,695; Nov., 4,827.



THE WISCONSIN AGRICULTURIST



Racine, Wis., Established, 1877. Actual weekly average for year ending June 30, 1909, 60,763. Largest circulation in Wisconsin than any other paper. Adv. \$1.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily 4,877; semi-weekly, 4,429.

BRITISH COLUMBIA

Vancouver, *Province*, daily. Av. for 1908, 18,923; Oct., '08, 16,810; Oct., '09, 19,006; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1908, daily, 27,098; daily Nov., 1909, 41,611; weekly 1908, 27,425; Nov., 1909, 28,221.

Winnipeg, *Der Nordwesten*. Canada's National German weekly. Av. 1908, 17,648. Rates 55¢ in.

Winnipeg, *Telegram*, dy. av. Nov., '09, 23,508, (Saturday av. 38,000). Farmers' Weekly, same period, 29,810.

QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1908, daily 99,239, weekly 46,928.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. **T**HE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Champaign *News* is the leading Want ad. medium of Central Eastern Illinois.

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"**N**EARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE

All Classifications One Cent Per Word.
Only Sunday Paper in Indianapolis.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,567 over 1908 and 308,023 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATIN **T**HE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,319 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged—daily or Sunday.



by Printers' Ink Pub. Co.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Dec., 1909, amounted to 137,270 lines; the number of individual ads published were 18,408. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,205 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown *Vindicator*—Leading Want Ad Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,478. Publishes more Wants than any 1 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

THE Sioux Falls *Daily Press* carries 40% more advertising than any other South Dakota paper; 100% more of Want ads.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1906, 14,102 (◎◎).

GEORGIA

Atlanta Constitution (◎◎). Now as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Edley, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (◎◎). Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1905, 15,906.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1905, 1,798; weekly, 17,845 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1886. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (◎◎). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousands of advertisers. Circulation over 16,000 weekly.

The Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*. —Printers' Ink.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

Vogue (◎◎) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (◎◎), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions November, 1909, sworn net average, Daily, 87,067; Sunday, 162,263.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (◎◎). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle *Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax *Herald* (◎◎) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (◎◎), is backed by 64 years of square dealing.

Business Going Out

The Darlow Advertising Agency, Omaha, Neb., is sending out orders for one inch, eight times, for Brownell Hall, of Omaha.

The Foso Company and Signatures, through the Fuller Agency, of Chicago, are placing some business in Western papers.

Mrs. Cora B. Miller, through the Fuller Agency, of Chicago, is sending orders for fifty lines, thirteen times, to a list of papers in the West.

The C., B. & Q. Railroad is placing contracts with Southern papers for 10,000 lines. The Chicago office of J. Walter Thompson is handling the account.

Arthur Lord, formerly of the Lord Advertising Agency, has joined the force of the Debevoise Company, New York.

Contracts for 5,000 lines are being sent to Pacific Coast papers for the Mertz Preparations, by Green's Capital Agency, of Washington, D. C.

The Wetherald Agency, Boston, is using 208 inches in Western papers for Sloan's Liniment.

The California Fig Syrup Co., through the Golden Gate Advertising Company, is sending Eastern papers 10,000-line contracts.

The E. V. Neal & C. S. Clark Enterprise is to use 7,000 lines in one year in Southern papers. Lord & Thomas, of Chicago, are placing the business.

The Chicago office of Nelson Chesman & Co. is making contracts with newspapers in the West for 5,000 lines for the Lung Germine Company.

Some of the advertisers who have recently placed their account in the hands of Foster Debevoise Company, New York, are: Autolite Mfg. Company, Self-Lighting Cigarettes; Sheridan, Cloaks, Suits and Furs; Kramer Fur Company; J. L. Post, Cloaks and Suits; Windophanie; Philip H. Judd; S. Rauh & Co.; Pinto Bros.; City Autocab Company; Maison Femina, Ladies' Costumes; Star Expansion Bolt Company; London Feather Company; Butter Merger Company; Inner Tube Mfg. Company; Haynes, Porter & Co., Silverware.

The New York & Kentucky Company is sending out 10,000 lines to Southwestern papers, through the Sherin Company, of New York.

The Gardner Agency, St. Louis, is making 10,000-line contracts with Southern papers for A. Guckenheimer Bros.

F. A. Stewart (Pyramid Drug Company), through the Fuller Agency, of Chicago, is making contracts with Western papers for 10,000 lines.

Pacific Coast papers are receiving contracts for 20,000 lines from the There's A Reason Company (successors to the Grandin Advertising Agency) for C. W. Post.

The Hotel Breslin, New York, is sending Southern papers orders for eight inches, two times.

Libby, McNeal & Libby, through the Chicago office of J. Walter Thompson, are making 2,600-line contracts with newspapers in the West.

PHILADELPHIA NOTES.

The E. Everett Smith Advertising Agency, Mutual Life Building, Philadelphia, is sending out orders to religious periodicals for the United 5c & 10c Stores Company, page copy. It is understood this copy is to go out generally to religious publications. Half and quarter-page space is also to be used in localities where the United 5c & 10c Stores Company is to open retail establishments.

Advertising of En-Gar-Do, a compound for removing iron rust, is being used by the Lapin Manufacturing Company, in Philadelphia papers. Orders are placed by the E. Everett Smith Advertising Agency, Mutual Life Building. General magazines, especially those circulating among women, are to be used later.

James T. Butler, formerly with the sales department of Paris Medicine Company, St. Louis, Mo., is now connected with the E. Everett Smith Advertising Agency, Mutual Life Building, Philadelphia, in charge of this agency's sales service department for manufacturers.

BOSTON ITEMS.

The Rex Distilling Company is placing 1,000-inch orders for Cuckoo Rye Whiskey in newspapers published in license cities. The account is handled by the H. W. Stevens Agency, Globe Building.

Wm. Von Bergen, dealer in coins, is using 14-line copy in a list of general magazines and classified copy in other publications. The business is being placed and orders are going out at present from the Nelson Chesman Agency.

Dick Brothers, one of Boston's financial houses, have been using large copy in Boston and New England dailies for an issue of high-grade bonds. The advertising has been placed by the Boston News Bureau.

The monthly meeting and dinner of the Publicity Club of Springfield, Mass., was held on Friday evening, January 7th, at Forbes & Wallace's Observatory Restaurant. The speakers of the evening were James G. Berrien, of Boston, New England advertising manager of *Collier's Weekly*. The subject was "The Importance of a National Weekly in a National Advertising Campaign." Ernest J. Preston, of New York, general manager of the Daily Newspaper Club, spoke on "New England's Opportunity Through the Medium of Daily Newspaper Advertising."

Orders are being placed by Wood, Putnam & Wood for the advertising on the Lunt Moss Company. Agricultural and rural papers are being used. This agency is also placing advertising for the *New England Farmer* and Dr. Tuttle's Elixir Company.

The Potter Drug & Chemical Company is planning its advertising campaign for the coming year. In addition to the national list of newspapers a great many general magazines are used every issue.

The Walter C. Lewis Agency, Equitable Building, Boston, has induced one of its old clients, the Walker & Pratt Company, whose advertising has been confined to Eastern newspapers, to conduct a campaign in general media. A list of magazines, principally women's publications, are receiving contracts covering the year's campaign.

The Boston municipal campaign has been one of the hottest and most closely contested in the history of the city. The newspapers have greatly profited by it. Large advertisements have been appearing each day for several weeks in all the Boston papers.

The Storrow campaign has been especially notable. Each day new copy has appeared in the form of column articles headed "Fitzgeraldisms," showing up

KIND EDITOR:—

I have been severely criticised for making my DADDY'S GOOD NIGHT STORIES so cheap.

Now, it is this way: I can hire a suite of beautiful offices in New York, put some Persian rugs on the floor, employ a fleet of stenographers, write my letters on embossed stationery and put four or five men on the road, all of which YOU will have to pay for.

BUT

I prefer to do my own work in my own way and charge a small price for my work. When you consider that I have added sixteen papers to my list since Thanksgiving you may know that my stories have merit. My charges are \$1.00 per week in cash in towns of less than 100,000 or \$2.00 per week payable in advertising, \$3.00 per week for newspapers in Cities of over 100,000. Send for sample TO-DAY. Yours faithfully,

Farmer Smith, Cedar Grove, N. J.

"A Daily Newspaper for The Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. News service from both Associated Press and United Press Association

New York Office: 1 Madison Ave.
Chicago Office: 610 Orchestra Bldg.

Advertising rates furnished on application.

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 142,440. Rate 35C.

Price
\$12.00
At Factory



We also make
School,

Church
and Opera Seats,
Lodge Furniture.

SAVE ROOM

the market. Made of selected Oak, fine golden finish, 44 in. long, 24 in. wide; Pedestal 30 in. high; 3 drawers and extension slide; Paper Cabinet with shelves 14x8x1 1/4 in.; Cabinet has roll curtain front and copy holder. Order from dealer if he has it or will get it; otherwise from us. Do not accept a substitute; no other Typewriter Stand is "just as good."

Ask for Catalog by Number Only.

No. 230—Office Desks, Chairs, Files, Book Cases, etc
No. 430—Upholstered Furniture, Rockers, Davenport
Couches, Settees.

E. H. STAFFORD MFG. CO., 242 Adams St., Chicago, Ill.

the administration of ex-Mayor Fitzgerald.

This entire campaign is being handled by the P. F. O'Keefe Agency.

Ross Bros., Worcester, Mass., manufacturers of agricultural goods, have made an appropriation for advertising this spring. Contracts will go out shortly to agricultural and special publications through the MacFarland Advertising Service, Harrisburg, Pa.

The Boston Herald changed its price January 1st to one cent, it having always been a two-cent paper. An appreciable increase of circulation is reported.

The Bullard Mfg. & Sales Company is sending orders to a few general and women's publications on the advertising of their new instep supports. Two-inch space is used.

The Ten Year Pen Company has decided not to use the magazines in 1910 outside of a few trade publications.

The Kushion Komfort Shoe Company is sending out orders to several women's publications. It is now using display space to sell its shoes direct to the consumer. The account is handled by the Ellis Agency.

The National Spawn & Mushroom Company is now located in new offices at 184 Summer street. Its list for 1910 will be made up in a few days. Inch space is used.

The Boston office of the Gillette Safety Razor Company has been moved to South Boston and is now located in the same building as its factory at 41 West First street.

William Whitney Lewis, an architect at 15 Exchange street, is using small space in several class publications to advertise a new flower pot.

The American Press Association is asking for rates from all New England papers. It plans to place a line of advertising for several concerns.

ST. LOUIS-KANSAS CITY NOTES.

Ozment's College, St. Louis, is using a large list of magazines, mail-order, farm papers and weeklies of dailies advertising a correspondence course in Civil Service Training. Orders for small display space are being sent out through H. W. Kastor & Sons' St. Louis office to run till forbid.

The Gardner Advertising Company, St. Louis, is sending out orders for the Frisco Lines to a list of dailies in the larger cities of the Central West exploiting the Ozark country. Four hundred-line display copy is being used.

Jones Bros. Mercantile Company, Kansas City, is sending out renewal orders to agricultural publications and weeklies of dailies published in the

Southwest to begin with January issues. The business is being placed by the Horn-Baker Agency, same city.

H. W. Kastor & Sons, St. Louis, are sending out orders for the L. C. McLain Sanitarium, same city, to a big list of metropolitan dailies. One hundred and fifty-line display copy is being ordered to run two times a week till forbid.

Peckham's, manufacturer of Willow Plumes, St. Louis, is using a number of high-grade women's publications. Copy measuring thirty lines is being sent out through H. W. Kastor & Sons' St. Louis office, to appear in March numbers.

The Missouri Seed Company, Kansas City, is using a list of farm papers and weekly editions of dailies published in the Southwest. Copy ranging in size from an inch to twenty-eight lines is being used in January issues. Orders are going out through H. W. Kastor & Sons' Kansas City office.

The Southeastern Land Company, Kansas City, is trying out 400-line copy in farm papers in Missouri, advertising farm lands. H. W. Kastor & Sons' Kansas City office is placing the business.

The F. A. Gray Agency, Kansas City, is sending out additional orders to magazines for the National Salesmen's Trading Association, same city, for insertion in January and February issues. Display copy of various sizes is being used.

The St. Louis Billposting Company has inaugurated an extensive outdoor campaign in St. Louis for Hunter Whiskey. They are also posting St. Louis boards for Duffy's Malt Whiskey.

The Washington Record

Greatest daily paper in Southwest-
ern Pennsylvania reaching strictly
well-to-do subscribers

Ask for rate card

THE WASHINGTON RECORD
Washington, Pa.

WE HAVE PREPARED SUCCESSFUL SHOW- CARDS AND WINDOW NOVELTIES

for Bovril, Armours' Meats, Dewar's Whisky, Skipper Sardines, Van Houten's Cocoa and practically all the most successful British Advertisers. We are the sole proprietors of Mathews' Aerial Gause Showcards, Aerial Thread Showcards and other window display novelties. Some new creations in course of preparation. Advertisers desirous of securing "out of the ordinary" attention, arresting window display material, please state wants and quantities. Send dummy sample package and we will submit free of charge suitable specimens and charges.

T. Mathews & Co., 12 Short St., Leicester, Eng.
United States Representative
MR. FRANK A. SPRINGER
2809 Shenandoah Avenue, St. Louis, Mo.



How Much Would You Pay an A-1 Advertising Solicitor?

If you could secure a solicitor for your publication who was on the *friendliest* terms with, say, 200 of the *largest* advertisers in the world—who was able to influence the placing of appropriations aggregating several millions of dollars—wouldn't you consider him *cheap* at \$200 a week?

Yet you can secure the services of a better solicitor than that for one-fifth that price, or less.

PRINTERS' INK is on the friendliest kind of terms with not merely 200, but ALL the general advertisers in the United States who are worth while—visits them in their offices and their *homes*, and is always welcomed and listened to with interest and respect.

PRINTERS' INK is the finest kind of a solicitor for any good medium. It talks to advertisers in their leisure moments, without taking up valuable time during business hours. That is the time for *you* to approach them—and the only way you can do it is through PRINTERS' INK.

If PRINTERS' INK reached only 200 or 300 big advertisers, it would pay you to tell your story in its pages. *Seven* of its subscribers spend \$5,000,000 a year in advertising. But PRINTERS' INK reaches the *entire list of big advertisers*—which simply means that no medium of merit can *afford* not to use it.

SPECIAL—Furnish us with the facts about your publication and PRINTERS' INK's Service Department will prepare a series of advertisements, whether you use them or not.

Printers' Ink Publishing Co.

12 West 31st Street

New York



Four-Square Advertising

1.—The Duties, to Each Other, of the Various Factors in the Buying and Selling of Advertised Goods.

Four-Square advertising, to begin with, may be described as that kind of advertising in which every individual or organization concerned protects all the others against loss, deceit, or misrepresentation of any nature.

The factors concerned in the buying and selling of advertised goods are, chiefly, four:

First is the manufacturer, whose duty, considered by the four-square doctrine, is to make a good article, deal fairly and generously with the consumer and all middlemen, advertise truthfully—and in those mediums which are themselves firm adherents to the four-square principle.

Second is the retailer, whose duty it is to deal four-square with those from whom he buys and to whom he sells, and whose privilege it is to enlighten the manufacturer as to the mediums which his customers read most freely, and place the most confidence in.

Third is the consumer, whose right it is to demand honest advertising, and who knows, or is fast learning, that it is to his interest to patronize those who advertise in four-square mediums.

Fourth is the medium, whose duty it is to accept none but the announcements of honorable advertisers, to safeguard such advertisers against unworthy competition in its columns, and to protect, by a cash guarantee, its readers against loss by fraudulent or misleading advertising.

SUCCESS MAGAZINE is a Four-Square medium.

Frank E. Morrison, Advertising Manager
Success Magazine Building, New York

HARRY T. EVANS - - Western Advertising Manager
Home Insurance Building, Chicago

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